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

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

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Dedication

This work is dedicated to God, and my family. To God because without his help and blessing I could not be able to reach my goals. To my husband Juan Carlos, and my children Misael and Abigail who are the reason of my life, for their patience, support, and love. Finally, to Diana and Evelyn because their encouragement and support during my life.

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Abstract

The research theme is “A Descriptive Analysis of Anglicisms in Ecuadorian Magazines”. The field research was done in Quito. The information was gathered from the Ecuadorian magazines: “*Anaconda*”, “*Letras del Ecuador*”, “*Sophía*”, “*América Economía*”, “*Vanguardia*”, and “*Diners*”. The qualitative and quantitative methods were used in the elaboration of this research; the data was collected through charts that can be found in the Annex section. This research shows the most common morphological changes of English words which have been adapted to our language; it is necessary to mention that many people think that the use of anglicisms are related with a high cultural level. However, the cultural variable registered the least frequency of anglicisms as it is evident in this study.

Introduction

The use of anglicisms in the Spanish language has been studied in a few Spanish speaking countries such as Spain and Argentine. In addition, there is not an investigation about the use of anglicisms in writing media as magazines, which is one of the most influential ways of communication in our society.

The purpose of this study is to carry out a descriptive and linguistic analysis of foreign terms which are used in several Ecuadorian magazines. The main objective of this analysis is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. The variables gathered for this research were magazines classified according to their content: Cultural, Scholarly, and General Interest. Each one of these variables has two samples; it gives a total of six magazines. This research was carried out through the Qualitative and Quantitative Methods. The techniques used in order to collect the data were skimming, scanning, and note-taking. The instruments employed for the organization of the data were: cards, tables, and data collection formats provided by the tutors of this subject.

The beneficiaries of this study are the “Universidad Técnica Particular de Loja” whose interest in carrying out linguistic investigation it is being possible through the different graduation programs, and its distance students who require a research study in order to complete their program and obtain their Bachelor degree as teachers of English as a Foreign Language.

The limitation of this research was the lack of sources about previous studies of anglicisms in writing media; however, the objectives stated for this study were solved through the analysis exposed.

The syntactic and lexical anglicisms more commonly used in Ecuadorian magazines were identified in a 100%, giving as a result the terms: ranking, fútbol, básquetbol, basquet, boom, internet, lider, web, estatus, and interclubes; as the most common lexical anglicisms.

A deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects was developed through the selection of ten samples of each variable. The most relevant aspects exposed for each term were: acceptance by the “Diccionario de la Real Academia Española” (DRAE) as a Spanish term. In addition, main definitions were taken from two sources: DRAE and Merriam Webster Dictionary; the origin of the word, the function, as well as examples were considered. This objective was covered in a 90% because some terms like: estándar, glamour and gay are recognized by the DRAE; however, this source does not explain the origin of these anglicisms. On the other hand, the Merriam Webster Dictionary exposes the terms “mass-media and estatus” with different origins while the DRAE affirms that these come from English.

After that, it was necessary to carry out a tabulation of data in order to determine the variable that contains the highest

number of anglicisms; the general interest variable registered a frequency of 93 repetitions and 49% of the total of anglicism used inside these samples.

Within the tabulation of anglicisms realized in the table four, the most frequent term among the three variables was the word “ranking” with a frequency of 39 times; it is necessary to mention that this word is placed inside the scholarly variable.

To summarize, the objectives stated for this research were accomplished successfully in a 99%; finally, this study pretends to consider the effects and influence of the English language in our culture and to contribute with future studies related to this topic.

Methodology

This research was carried out in Quito, the capital of Ecuador. This study started after a tutorship given on April of 2010. The objective of the tutorship was to give us some relevant information which has helped us in the process of this research.

After that, I started gathering information in order to develop the Literature Review; for this section, some general grammar concepts and previous studies carried out about anglicisms were taken into consideration; all the information was organized through bibliographic charts.

The next step was selecting the variables: *Anaconda*, *Letras del Ecuador*, *Sophía*, *América Economía*, *Diners*, *Vanguardia* which were magazines edited in Ecuador and published between 2009 and 2010. These were divided according to their content in Cultural, Scholarly, and General interest magazines.

Once the variables were established, were used the techniques: skimming, scanning and note taking in order to get the results, which were classified in tables.

The tables one, two, and three have the qualitative characteristics of the anglicisms like: name and date of the magazine, name and an example of the anglicism, lexical category, word repetition, heading and page of the magazine. The table one contains the anglicisms found in the cultural variable; this variable is compound by the magazines *Anaconda and Letras del Ecuador*. The second one includes the anglicisms of the scholarly variable;

the magazines *Sophia* and *América Economía* are part of this. Within the third table I include the data of the magazines *Diners* and *Vanguardia* which are part of the general interest variable.

After that, the qualitative and quantitative methods were used for the analysis of data which were tabulated in other tables. The table four contains the repetition number of the anglicisms found in the three variables while in the table five a comparison between variables according their frequency and percentage was carried out.

A linguistic and comparative analysis was carried out after data tabulation. For the linguistic analysis, ten anglicisms of each variable were selected; it means, ten anglicisms from the cultural magazines, ten anglicisms from the scholarly magazines, and ten anglicisms from the general interest magazines, giving a total of thirty samples. In this analysis a syntactic and morphological analysis as well as the most relevant characteristics of each Anglicism were presented: For instance, the acceptance by the “Diccionario de la Real Academia Española” (DRAE) as a Spanish term; main definitions from DRAE and Merriam Webster Dictionary; origin, function, and examples of the anglicism.

Within the comparative analysis, it was necessary to carry out a comparison among the most frequents anglicisms in all the variables, the frequency of the term in each variable, the reasons why the anglicism is useful; at the end of this analysis a personal

opinion about the use of these foreign terms in our language was presented.

Finally, the conclusions of this research were got and compared with the objectives established.

DISCUSSION

This section includes the Literature Review, the Results, and the Description, Analysis, and Interpretation of Results. In the Literature Review there are several grammar concepts as well as previous studies carried out about anglicisms. The Results section contains all the anglicisms found in the variables, their frequency and percentage. The Description, Analysis, and Interpretation of Results enclose a linguistic analysis and a comparative analysis between anglicisms.

Literature Review

The English language has been winning a great weight around the world and our country is not the exception to this tendency.

Due to the fact that our society has been including English as second language, the use of anglicisms has been increasing. For this reason, this research is going to focus on the use of anglicisms in Ecuadorian magazines. In order to have a better understanding about the syntactic and morphologic analysis of this phenomenon, some basic concepts related to this study are going to be exposed.

Linguistics is a grammatical system on each language which has impact in a number of fields in our lives; taking into account it, will show some definitions given by experts.

According to Longman Dictionary (2002), "Linguistics is the study of language as a system of human communication. Linguistics includes many different

approaches to the study of language and many different areas of investigation, for example sound systems, sentence structure, relationships between language and cognition, meaning systems as well as language and social factors”.

Sausurre (1981) defines linguistics as the science of language concerned with human language as universal and recognizable part of human behaviour and faculties.

A general definition given by Fromkin (2000, p.3) is that “linguistics is the scientific study of the human language”; it means that, linguistics is classified as a science, which is focused on the study of the language and tries to explain a structural point of view, construction of words, phrases, sentences construction, etc.

Branches of linguistics are focused on the relationship between expression and meaning, context and interpretation.

Finegan (2008)

These are classified in Morphology, Phonology, Syntax, Semantics, and Pragmatics.

Fromkin (2000, p.25) says that “words are meaningful linguistics units that can be combined to form phrases and sentences” taking in mind this, are going to describe each of these branches.

Morphology studies the internal structure of words, their use, complexity, and the relationship between them. Furthermore, according to Saville (2006) morphology can create new meanings of

words and change part of speech which is important not only for vocabulary development as in grammatical accuracy.

Phonology is another subfield of linguistics that studies the structure and systematic pattern of sounds in human language, this term is often used to refer to the abstract principles that handle the distribution of sounds in a language”, Akmajian (2001)

According to Espinoza (2005, p. 16) “Phonology is a science, branch of linguistics, which studies the speech sounds in general according to their production, composition, distribution, and function within the language”

Semantics “deals with the study of creation, transmission and meaning of words; also, their individual meaning as into phrases and sentences”. Fromkin (2000)

Pragmatics “is the study of the relationship between utterances and the social context in which they are produced”. It deals with the meaning of the word or sentence with the meaning of the speaker. Burneo (2009, p. 9)

Syntax is the discipline that examines the rules of a language. It looks at how those words are formed into complete sentences. Fromkin (2000)

However, syntax goes beyond the study of sentences and internal relationship, it is related to the new construction of patterns, generative rules, different parameters, and collocational probabilities and constrains. Saville (2006)

Parts of Speech separate the words of the language in groups or grammatical categories as nouns, verbs, adjectives. Each part of speech has various rules that may be applied to it, and other rules that say when it cannot be used. Baker (2003)

Verb refers to an action or state of the noun and functions as part of the complement in a sentence; it highlights grammatical categories such as tense, aspect, person, number, and mood; also. Finegan (2008)

“*Nouns* are lexical items that act as the headwords of noun phrases or they can constitute noun phrases all by themselves”. Burneo (2009, p. 50)

“*Adjectives* names qualities or properties of nouns”. Finegan (2008, p. 37), those deal with modification of nouns, phrases, or describe them.

Contact Languages “is used of more than one language in the same place at the same time” Grey (2001, p1). It involves face to face interactions and is developed and used by people who do not share a common language in a geographical area. It is used in a limited way and usually dies out.

Language Vices are also called “diction vices”, according to Bolaños (1996, p. 133) language vices are possible mistakes occurred in oral and writing way; these have phonetic, morphologic, syntactic, and semantic alterations.

Diction vices are divided in three classes according to the linguistic alteration:

“Pragmatic” happens when a rule (linguistically) is broken temporally. It does not have syntactic or semantic alterations. Within this category we find: Archaisms which are words that were discontinued in speaking and writing way and are replaced by other conventional. Neologisms are words that are used for new terms and replace to the older ones.

“Syntactic” affects the linguistic communication when the grammatical structure is broken. Inside this group we have: Catachresis, this vice happens when a word is replaced by another similar with different meaning. Solecisms are redundant words in a sentences or when a letter is added or removed unnecessarily. Monotony describe in a general way the lack or deficiency of vocabulary for a determined conversation. Pleonasm is the use of unnecessary repetitive words in sentences. Cacophony refers to sentences which produce dissonance for listeners.

Semantic does not alter the syntactic or pragmatic structure; however, change the meaning of structures when foreign terms are included in a native language. Amphibology occurs when a sentence produce confusion because it has not a clear meaning. Barbarism is the incorrect way of pronunciation, speaking, and some writing. Calderón (2008)

Barbarisms there are two kinds of barbarisms: the first is the barbarisms of expressions; these happen when the speaker use incorrect expressions or when a word is stressed or written

incorrectly. The second one is the imported barbarisms which are words or expressions of a foreign language. Dies (2004)

Anglicisms are considered words which come from English and adapted to Spanish.

Linguists have showed different judgments and explanations for this phenomenon, here there are some of the most important definitions:

Diccionario de la Real Academia Española (2001) says that: 1) an anglicism is a way to speak characteristic from the English language. 2) It is a word from one language used in another. 3) Anglicisms are expressions or words applied from English in other different languages.

According to Medina (2004), anglicisms are not just words which come from English language, those are taken from other languages introduced within English and then are applied to the Spanish.

This linguistic phenomenon is a normal and pacific evolution which after a long time contributes to our vocabulary. Dies (2004)

As a conclusion, anglicisms are expressions borrowed from English and applied in our lexicon in syntactic and phonological structures.

Borrowings and loans are not only words taken from another language but also are ideas, customs, and social behaviours from

another culture or civilization and adapted to the native. Andrews (2008)

Borrowings reflect the lack of vocabulary in a language. Holmes (2008, p. 43) says that “Borrowed words are usually adapted to first language of the speakers. They are pronounced and used grammatically as if they were part of the first language speakers”

Wikipedia writes that a loanword (or loan word) is a word borrowed from one language and can be also called "borrowings".

Magazines are regular publication usually weekly or monthly, which are financed by sponsors; these are edited by years.

There are different kinds of magazines focused on several themes as technology, medicine, politic, etc. This class of publications attract to the reader not only by the analysis of the information but also by the using of techniques as pictures, color, etc.

The use of Anglicisms in Magazines this phenomenon will be studied through a historical review and a sociolinguistic analysis, as well as some studies of anglicisms.

The English language was introduced at the beginning of the colonization of the New World. The first North American group was founded on Jamestown in 1607. The spreading of the language increase as a consequence of the Second World War and the raise of The Unite States as a world potency. The tendency of globalization of the languages turns up with the world

communication necessity. The English has been easy to expand because it is learning in many countries; starts since schools, high schools, and universities which help to the spreading out and its use.

“Nowadays, this language has taken advantage in many fields as science and technology; furthermore, in some of big enterprises, English is the official language within those”. Brabec (2006)

Within the increase of English, many Spanish countries have been taken expressions or English words which are called borrowings; the process of transformation of a foreign word to a borrowing has three steps:

The first is the avoiding of the foreign word. Speakers do not understand the concept of the word and it has to be explained through “perifresis” or synonyms; this is related only within technical fields.

The second step is the phonologic, morphologic, semantic, and graphic assimilation; the word is passed on and acquires a generic value term.

Within the last stage the borrowing can act as an intern neologism, it means that it is used as a word base in order to develop new words. (Club/interclubes). Gomez (2004)

When these borrowings are recognized by “Diccionario de la Real Academia Española” (DRAE) are called Anglicisms.

Lorenzo (1987) classifies anglicisms according the way of their insertion and adaptation in the Spanish language.

“Anglicismos crudos”, those are which conserve the characteristic and original pronunciation.

“Anglicismos en período de aclimatación”, these are words which pronunciation and features are in process to adapt to the Spanish rules.

“Anglicismos totalmente asimilados” are words that were taken from the English or French voices and are completely integrated to the Spanish vocabulary.

On the other hand, the introduction of anglicisms has been creating several alterations in the Spanish language; the most common alterations are the use of passive voice, verbs and prepositions, and plural nouns.

Passive voice; although most of authors consider this grammatical structure correct, the use of this structure is influenced by the English language where it is very useful.

“ Ruud Van Nistelrooy, delantero del Real Madrid, **fue sometido** esta mañana a una artroscopia en una clínica holandesa para tratar la sinovitis que sufre en su tobillo derecho.” Díaz (2008)

Verbs and prepositions; the use of these is consequence of wrong translations because the Spanish verb is joining with a different preposition, for example: “La duración del calentamiento **bajo estas condiciones** debe ser más extensa y la progresión del crecimiento de la intensidad más moderada.” Molnar (2008) we can notice the influence of English (*under these conditions*) because

according to the grammatical rules of Spanish the correct way writing must be (*en estas condiciones*).

Plural nouns; when an anglicism is used in plural form it shows several mistakes, because the English language is not a Romanic language like in Spanish.

Smoking (*esmoking*), speed (*espid*), star (*estar*).

Once exposed the most important information about anglicisms will show the social impact of it through several data getting of different studies related with our research.

The first one is located in Buenos Aires Argentine, where the use of anglicisms has been increasing in the society especially in communication Medias; the research “Anglicisms in Buenos Aires” Cecilia. (ND) carried out a survey with 24 participant women and men between 16 and 45 years old. The samples were taken from radial medias: AM band “Radio Mitre”, (genre: news, talk shows) another on FM band “Mega” (genre: popular music) and writing medias: Newspapers “Clarín” and “La Nación” all of them from Buenos Aires. Using analytical and descriptive methods, the hypotheses proposed on this research were: 1) the attitude toward the use of anglicisms is favourable between Buenos Aires’ people. 2) Women are more careful than men in the use of anglicisms 3) Men accept anglicisms as a correct language.

The results of this survey show that the 96% of all participants had ever heard about some words which are anglicisms; 93% of people between 16 – 30 years old know the meaning of those words; 90%

of people between 31 – 45 years know the meaning of those words. About the knowledge of those words the result was 100% for knowledge's men, and 82% for the knowledge of women. The 77% of men use those kinds of words, and the 37% of women use anglicisms. The conclusions of the author were that both groups have a favorable attitude about the use of anglicisms. However, women are more careful with the use of anglicisms while men are more open in order to use them.

“Anglicisms in Sports” Kotríková (2008) sets up that 1) the phenomenon of anglicisms wake up a great interest on linguist around the world. 2) The influence of anglicisms in sports has a positive effect because they increase the sport vocabulary. 3) English is the language which gives most borrowings to the Spanish language. This study was developed in Spain and the participant were groups related to sports as Medias and sport groups. The analytical and descriptive methodologies show that: 1) English is the most influent over the Spanish language. 2) Golf, tennis, and soccer are fields that use more anglicisms. 3) “Anglicismos crudos” are the most used in sport, but those are not recognized by the “Real Academia Española” (RAE). According to these results the author concludes that sports have more influence of anglicisms because those have England origins.

“Anglicismos en el Español de América”. Haensch (ND) This research took 19 Hispano-American linguists from Spain and Latin America countries which were met in Spain in order to get an

analysis about anglicisms, based on it, the author proposed the question: 1) what is the difference between the use of anglicisms in the Spanish of America and the use of the Spanish in Spain? The result was that in some countries the meaning of an anglicism is used in different way to others; anglicisms are replacing by others of them, and those are used in combination with Spanish words. As a conclusion the author shows a geographical distribution of anglicisms, their meanings, and their use in Spain and Hispano-America.

“Anglicismos en el Español Peninsular”. Czondor (2001) States some questions in order to develop this research: 1) if the vocabulary of a language won't change, a language can't have an extra linguistic change according with changes of the world? 2) How long is the influence of the English language over the speaking Spanish in Spain? 3) How long is the influence on grammatical rules? Taking as participants the press of Spain, Czondor through a descriptive and analytical methodology found that: 1) vocabulary changes according to development of science, technology, etc. 2) The fact that society had been changing from rural to urban society, a group of words had been less used until those disappeared. As a conclusion, the author says that modern languages took technical Latin terms which cause little modifications, and at the same time they adopt the capacity of domain new concepts of neologisms with Greek and Latin origins.

“Anglicisms in Europe: Linguistic Diversity in a Global Context”. Fisher, Pulaczewska (2008) take as sample scholars from several Europe countries. Using analytic and descriptive methodologies ask why the influence of anglicisms within other languages has a wide perspective encompassing the European heterogeneity of cultures and traditions.

This study shows that the role of anglicisms is interpreted as an ability to create lexical copies; also, demonstrates the paradox that linguistic globalization is often at the same time linguistic fragmentation.

The conclusion of the author “develop the main strategies pertaining to contact-induced lexical innovations, such as importation of a word from the source language, analogical innovation and independent innovation, and their further subdivisions based on the degree of adaptation and the presence of word-formation processes or semantic change”. Fisher (2008)

The “Análisis Lingüístico de los Anglicismos en el Tecnoletto de la Informática” Victoria (ND). It was carried out in Lima – Peru, the sample were technical magazines; the hypothesis sets up: 1) Technical glossaries determine a relation of equivalence of meaning between lexical unities from origin languages and the lexical unity from destination language. 2) Technical lexicon is close to an exact language because it shows technical and scientific issues. The

result of these studies exposed that borrowings are taken in an invariable way in the foreign language, which are seemed in technical and cultural magazines. When there is not a lexical unity is used the “paráfrasis” and the lexicography definition. According to these results the conclusion of the author is that dictionaries and glossaries should have in count the phraseological unities and those should be showed in bilingual dictionaries with their meaning in both languages.

“The Spanish Dubbese” Romero (2006) the sample of this research was the American TV series “Friends”; the hypothesis purposed was that the translation of phraseology affects the overall idiomaticity of the Spanish dubbing language; and the questions: Can any dubbese be found in the corpus under study? What does it consist of? Can it be accounted from the point of view of phraseological translation? The results stated in this study show that dubbese is not reflected in flawed phraseological translations or anomalous collocations, as could be expected.

Remembering, that the idiomaticity of the language is a key to achieve the comic purpose of the source text, this dubbese detected in the target text may end up undermining its comic purpose. The conclusion of the author expose that if we agree that cinema is a big lie that attempts to tell truths, dubbing could then be defined as a manipulation of that big lie that usually attempts to tell the same truths.

“El Anglicismo en la Lengua Española” Novótna (2007). Using a methodology analytic and descriptive take as sample “Gran diccionario de uso del español actual” in Spain. In this study the hypothesis that Anglicisms have been introducing indirectly into the Spanish trough the development of different fields that are useful in our daily life, show as result that the use of foreign words does not force to any language to fall in a less use. The conclusions of the author states that there is not a specific definition of “Anglicisms”

“Evidence in the Spanish language press of linguistic borrowings of computer and internet – related terms” Morin (2006) This study takes as sample the Latin American newspapers on Internet, with this investigation the author asks how are the meaning of anglicisms used in the different newspapers on Internet? The result found by this is there are several anglicisms on Internet newspapers which are repeatedly used in different articles of different newspapers and each of these give the same meaning to each anglicism. There is a limited dialectal variation (lexical and morphosyntactic) in the data found in newspapers from the eight different countries. The conclusion for this research is the Internet is the major factor providing the circumstances needed for English to grow as a global language in the 20^o century

In the last study reviewed about “Anglicisms in Business Signs, Banners and Billboards”. Aillón, Mediávila (2007) take their sample in Quito – Ecuador in commercial sites, public places, and

main streets. Their hypotheses are: The use of Anglicisms has a great influence in advertisements. Anglicisms bring a lack of identity in our society. The result of this research states that anglicisms are used in business mostly in order to take more attention of customers and get a good market ranking when their products or services are advertised.

The conclusion of the authors is “The invasion of Anglicism is a powerful tool in advertisement because it attracts customers and hence potential clients. Unfortunately, most of these business signs, banners and billboards have linguistics errors, which makes people learn English in a wrong way and hurt the essence and purity of the Spanish language” Aillón, Mediávilva (2007)

Results

Table One:

Variable: Cultural magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
ANACONDA Arte y Cultura 2009	Fax	Remítanos el comprobante por fax al (02) 233 8160 o a nuestro correo de suscripciones con todos sus datos;	Noun	1	Revista Internacional Anaconda cultura y Arte	1
	Boom	...deben en gran medida su desarrollo urbano y edilicio al “ boom ” petrolero que desde...	Noun	2	Arquitectura latinoamericana entre la identidad y la globalización.	15
		...construido en la época del boom bananero...	Noun		Del cubismo checo a la arquitectura moderna en Quito	48
	Hall	Yo no puedo gastar 2 o 3 mil dólares en una escultura de Botero para un hall de entrada,...	Noun	1	Rafael Vélez Calisto: Luminosidad y arquitectura moderna.	40

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
ANACONDA Arte y Cultura 2009	Standing	Concebido como una urbanización de alto standing ,	Noun	1	Gaudí y el arquitecto	55
	Web	Los textos deben ser enviados a través de la página web de la revista.	Noun	2	Primera Convocatoria Concurso de Cuento Corto ANACONDA	61
		El texto ganador permanecerá en el sitio web durante dos meses	Noun			
Web-one	Es muy fácil estar a la moda, para ello, muchos se vuelven “revisteros” o “ web-ones ”, y así....	Noun	1	Arquitectura: lo más contemporáneo	87	
Letras del Ecuador (Casa de la Cultura Ecuatoriana) Marzo 2010	Massmedia	... factores de importancia tal como la cultura, los gustos personales, la publicidad y los mass-media .	Noun	1	El deseo como trascendencia. Los motivos del viaje, el amor y la muerte en <i>Polvo y Ceniza</i>	13
	Boom	... cuando surge el teatro callejero, no existía crisis sino auge por el boom petrolero.	Noun	1	Apuntes Sobre Teatro Popular	66

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Letras del Ecuador Casa de la Cultura Ecuatoriana Marzo 2010	Clubes	...con sus lluvias calientes y frías, atravesando trastiendas, terrazas, clubes y casinos en donde se tranzaba con diferentes suertes...	Noun	1	Variaciones del juego	80
	Póquer	Ella ha escuchado la narración de una deuda impagable, de las noches de póquer , ...	Noun	1	Variaciones del juego	83
	Futbolista	...me han dicho que en verdad han matado a un muchacho futbolista ...	Noun	1	Variaciones del juego	86
	Clóset	El sol de mediodía le proporcionó una luz intensa destellaba en los espejos de la puerta del clóset .	Noun	1	El Flaco y Maloliente Marcos	95
	Smoking	Encontré al protagonista en una cantina Vestía smoking	Noun	1	Poesía: Maleza	105

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Letras del Ecuador Casa de la Cultura Ecuatoriana Marzo 2010	Internet	Buscan ejemplos a través de internet...	Noun	1	América ha producido el mejor español del siglo XX	126

Author: Bethzabé Ortiz

Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
“SOPHIA” Revista de Filosofía (Casa de la Cultura Ecuatoriana) 2009	Boom	Mientras la generación del “ boom ” de la literatura latinoamericana,...	Noun	1	Una Epistemología Latinoamericana	38
	Anti-status	...para Laclau toda lucha anti-status que está encarnada por un grupo heterogéneo de demandas ...	Adverb	1	Enfoques y Discusiones Entorno al Multiculturalismo	55
	Estándar	En efecto, él plantea que en esta era de globalización la oposición estándar entre metrópolis	Adjective	2	Enfoques y Discusiones Entorno al Multiculturalismo	55
		...claridad y bajo un estándar de valores conocidos	Adjective		¿Qué podemos aprender de las filosofías Helenistas	84
Gay	...comunidad negra, ser miembro de la comunidad gay , etc	Adjective	1	Enfoques y Discusiones Entorno al Multiculturalismo	55	

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América económica Agosto 2010	Estatus	A excepción de la maldad, es degradado al estatus de “indiferencia”	Noun	1	¿Qué podemos aprender de las filosofías Helenistas	84
	Businessman	...como el businessman Isidore Lechat de <i>los negocios son los negocios...</i>	Noun	1	Octavio Mirbeau <i>El Cínico</i>	106
	Test	Por otro lado, el “ test de la capacidad” permite estimar...	Noun	1	Biología	146
	Ránking	...la presencia de empresas ecuatorianas en el ránking de las mayores de América Latina se ha mantenido constante.	Noun	36	El verdadero crecimiento	6
...decrecieron en su facturación en conjunto y descendieron en sus posiciones de ránking .		Noun				

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page	
América económica Agosto 2010	Ránking	Segunda versión de nuestro ránking anual	Noun		El verdadero crecimiento	6	
		El ránking seleccionó a los 20 mejores...	Noun		Respuesta del editor	10	
		...era la primera vez que se realizó el ránking ...	Noun		Muito Obrigado	36	
		... tiñe todas las conclusiones de esta nueva edición del ránking	Noun				
		Y es que esta nueva edición del ránking ...	Noun				
		...las 226 empresas de Brasil en el ránking de este año...	Noun				
		...representa n al 45% de este ránking	Noun				
		...y Colombia que sumó dos nuevas empresas en el ránking	Noun				
		...empresas brasileñas en este ránking tuvieron...	Noun				37
		...por primera vez desde que se realiza este ránking ...	Noun				
...Pdvs a se lleva el primer lugar de este ránking ...	Noun						

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page	
América económica Agosto 2010	Ránking	...las empresas mexicanas en este ránking ...	Noun		Muito Obrigado	38	
		..., el tercer país que más aporta empresas a este ránking	Noun			39	
		...fueron casos destacados de este ránking ...	Noun				
		Argentina, con 33 empresas en este ránking ...	Noun				
		...han disminuido sistemáticamente su presencia en el ránking	Noun				
		Algunas de ellas salieron del ránking ...	Noun				
		Esta edición del ránking ...	Noun				40
		La próxima edición de este ránking ...	Noun				
		...son las únicas ecuatorianas dentro del ránking de ...	Noun				74
		...llega para Ecuador el ránking ...	Noun				
		La novedad viene por el lado de su ubicación dentro del ránking ...	Noun				

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page		
América económica Agosto 2010	Ránking	...,la tercera ecuatoriana en eal ránking ...	Noun		Rostros ya conocidos	76		
		Convertirse en el nuevo lider del ránking de Las 500...	Noun		Petrobras: Bienvenida al primer lugar	78		
		...Petrobras conquistó el primer lugar en el ránking	Noun		Así hacemos las 500	86		
		Los países incluidos en el ránking son:...	Noun					
		El ránking no incluye bancos...	Noun					
		Intelligence produce cada año un ránking ...	Noun					
		El orden del ránking es determinado ...	Noun					
		El ránking intenta uniformar...	Noun					
		La información consignada en el ránking ...	Noun					
		Las fuentes de información utilizadas para construir el ránking ...	Noun					
		...ocupa el décimo lugar en el ránking mundial...	Noun				Negociado y Firmado	100
		...más empresas aportaban al primer ránking .	Noun				Buscando las diferencias	102

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América económica Agosto 2010	Boom	...convertirse en el protagonista de un gran boom económico.	Noun	2	EL milagro esperado de Santos	8
		...le permite crecer en tiempos de boom...	Noun		Muito obrigado	38
	Chequeo	...menores tiempos de conexión al interior de cada país y la eliminación de ciertos procesos de chequeo .	Noun	1	Buen Viaje!	12
	Commodities	...acompañado de los buenos precios que tienen los commodities ...	Noun	2	Movimientos: Bajando el punto de cocción	18
		...también en los mercados de commodities	Noun		Un poco de economía mientras la pelota rodaba	30
	Surround	...sistemas de video en 3D, sistemas de sonido surround e internet TV.	Adjective	1	La nueva vida de Polaroid	19
	Internet	...sistemas de video en 3D, sistemas de sonido surround e internet TV	Noun	2	La nueva vida de Polaroid	19

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América económica Agosto 2010	Internet	... internet los sistemas de alta definición...	Noun		Entretenimiento: Cine por Joystick	22
	Play Station	Un cineasta argentino colocará películas en la Play Station 3	Noun	3	Entretenimiento: Cine por Joystick	22
		...entre los usuarios de la consola de juegos Play Station...	Noun			
		...los 40 millones de Play Station...	Noun			
	Tax	La idea planteada por el gobierno australiano de imponer un "super tax " del ...	Noun	1	Impuestos: Todo tiene su precio	24
	Trackpad	...con una pantalla de apenas 8 pulgadas y el trackpad integrado...	Noun	1	Portables por siempre	25
	Hardware	Tendrá entre sus metas aumentar las ventas de hardware...	Noun	1	Van & Vienen	26
	Stand by	... inversión extranjera continuaron en stand by.	Verb	1	Infortunio Laboral	28

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América económica Agosto 2010	Líder	...convertirse en el nuevo líder del ránking...	Noun	1	Petrobras: Bienvenida al primer lugar	78
	Fútbol	El mundial de fútbol nos dio un mes...	Noun	7	Un poco de economía mientras la pelota rodaba...	30
		El mundial de fútbol habrá sido de muy poco consuelo	Noun			
		...y de las obligaciones del hombre, se lo debo al fútbol	Noun		En el fútbol como en las organizaciones	81
		...tan recordada durante los mundiales de fútbol	Noun			
		(en el fútbol , en la educación, en las organizaciones)	Noun			
		La vida y el fútbol te dan sorpresas	Noun			
		...tener buen sexo y jugar fútbol ...	Noun			

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América económica Agosto 2010	Gol	Tampoco el gol de Donovan a último minuto.	Noun	1	Un poco de economía mientras la pelota rodaba...	30
	Club	...nos encaminamos a un nuevo hito en el más selecto club de empresas...	Noun	2	Muito obrigado	40
		...presentó oficialmente el TEC, el primer club ecológico	Noun		Ecología	97
	Holding	“Y un holding que administre ambas”	Noun	1	Rostros ya conocidos	75
	Commodity	...sus ingresos provienen de la venta de un commodity .	Noun	1	Rostros ya conocidos	76
	Liderará	...sino que liderará por un buen tiempo	Verb	1	Petrobras: Bienvenida al primer lugar	80
	Futbolística	...equipos que marcarán una identidad futbolística ...	Adjective	1	En el Fútbol como en las organizaciones	81
	Estándares	...”El haber logrado buenos estándares de calidad...	Noun	1	General Motors: Sin reinventar la rueda	82

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía Agosto 2010	“Hard discount”	...son países que no están preparados para adoptar el modelo “ hard discount ”...	Noun	1	Wal-Mart: Y sigo siendo el rey	85
	Mix	“ No saben hacer el mix de productos.	Noun	2	Wal-Mart: Y sigo siendo el rey	85
		No hicimos un buen trabajo en el mix de productos	Noun			
Web	..para construir el ranking fueron las propias empresas, sus sitios web , organismos oficiales...	Noun	1	Así hacemos las 500	86	

Autor: Bethzabé Ortiz

Table Three

Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
DINERS Julio 2009	Shock	Fue una etapa muy dura, porque llegamos a una ciudad que se hallaba en shock	Noun	1	Carlos Mario Crespo: Entre el celibato y el matrimonio	42
	Básquetbol	El comienzo del básquetbol como deporte moderno no se aleja de este patrón;	Noun	10	Básquetbol: Ecuadorian style	44
		...se conocieron deportes que en algo se parecieron al básquetbol	Noun			45
		Había nacido el básquetbol .	Noun			
		Nainsmith, el creador del básquetbol .	Noun			
		El básquetbol , cuando adquirió el estatus...	Noun			
		...los ingresos del básquetbol ayudaban...	Noun			
		...un corte transversal en la historia del básquetbol ...	Noun			46
...lo que ha significado el básquetbol en el Ecuador	Noun					

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page		
DINERS Julio 2009	Básquetbol	...la primera época gloriosa del básquetbol ...	Noun	9	Básquetbol: Ecuadorian style	46		
		El básquetbol que se vio en el último campeonato	Noun			48		
	Básquet	El básquet debió llegar de la mano de alguien y por ser zona de influencia norteamericana...	Noun			9	Básquetbol: Ecuadorian style	45
		...en el campeonato Nacional de Básquet ...	Noun					
		...una de las grandes figuras del básquet ...	Noun					
		...dedicaba un tercio de su contenido al básquet ...	Noun					46
		...pasó a dominar el básquet nacional.	Noun					
		La situación actual del básquet ...	Noun					48
		...cuenta que el declive del básquet ...	Noun					
		La consecuencia de la división de la Ecuatoriana de Básquet ...	Noun					

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
DINERS Julio 2009	Básquet	...y el básquet ocupe nuevamente...	Noun		Básquetbol: Ecuadorian style	48
	Basquetero	...uno de los primeros países que se sumo a la fiebre basquetera ...	Noun	2		45
		...un caso tan formidable de conocimiento del terreno, como el de este basquetero	Noun			48
	Béisbol	... se practican en Norteamérica: el béisbol y el fútbol americano.	Noun	2		45
		(otro tercio se alternaba entre la natación, el béisbol , y el atletismo)	Noun			46
	Fútbol	... el béisbol y el fútbol americano.	Noun	5		45
		...tomó una pelota de fútbol y la lanzó	Noun			
		...a solventar los gastos del fútbol .	Noun			
		Imaginar que otro deporte, que no sea el fútbol ,...	Noun			

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
DINERS Julio 2009	Fútbol	... y no todo su contenido al fútbol profesional	Noun		Básquetbol: Ecuadorian style	46
	Clubes	...Pío y Gilberto, y la fuerza de sus clubes : Atheletic...	Noun	1	Básquetbol: Ecuadorian style	46
	Estatus	El básquetbol, cuando adquirió el estatus de deporte competitivo...	Noun	2	Básquetbol: Ecuadorian style	45
		Exclusividad y estatus le brindan este hotel...	Noun		En el país	94
	Interclubes	...competencia nacional de provincia o interclubes ...	Noun	3	Básquetbol: Ecuadorian style	48
		...el campeonato sudamericano interclubes ...	Noun			
		...en el último campeonato femenino interclubes ...	Noun			
	Lady	¡Los ojos de lady Ligeia!	Noun	2	Edgar Allan Poe	50
		Faltaban dos años para que Suiza la transformara en una lady	Noun		Mi tia Nancy	66

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
DINERS Julio 2009	Best sellers	...los best sellers si pueden resultar piezas literarias.....	Noun	1	Ojo en la hoja	56
	Man	¡Echa el del man que tenía dos próstatas!	Noun	1	Historia de un bufón de velorios	59
	Futbolistas butifarreros, profesores y futbolistas .	Noun	1		62
	High	...y mezclarse con la high del pueblo.	Adjective	1	Mi tía Nancy	64
	Mitin	Si estoy presidiendo un mitin importantísimo ,	Noun	1		70
	Skynet	...bajo el mando de la computadora central, Skynet .	Noun	3	Butaca	88
		..se enfrentan a Skynet que prepara el asalto final	Noun			
...dos sobrevivientes entran al corazón de Skynet ...		Noun				
Glamour	... el tradicional esplendor y el glamour que solía regodear....	Noun	1	¿Cannes se contagio de la gripe porcina ?	90	

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
DINERS Julio 2009	Majors	...megapelículas distribuidas por los más grades majors .	Noun	1	¿Cannes se contagio de la gripe porcina?	91
	Relax	...el confort de sus habitaciones y suites, y el completo relax en el elegante <i>spa...</i>	Noun	1	En el País	94
VANGUARDIA Marzo 2010	Raid	El asambleísta, durante se raid democrático, ...	Noun	1	Mirador: Los Protagonistas	9
	Ránking	El ránking de las financieras	Noun	3	Inversiones	11
		En el ránking de países...	Noun		El pelucón del mundo latino	32
		...sugiere escenarios y un ránking con el nivel...	Noun		Libros	46
	Estatus	...pudieran superarse solamente cambiando de estatus ,...	Noun	1	El Presidente cree las ficciones que inventó	12
	Líderes	...los líderes indígenas no aceptan el trato...	Noun	3	Plurinacionalidad	17

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page	
VANGUARDIA A Marzo 2010	Líderes	Eso explica por qué los líderes indígenas miran...	Noun	4	Plurinacionalidad	17	
		...los líderes indegenas han decidido, entonces, asumir...	Noun			18	
	Líder	...el alcalde de Guayaquil se mostró como el líder incontestable ...	Noun		20	Jaime Nebot será candidato	21
		...la trayectoria política de un líder ...	Noun				
		...no se extraña de la actitud del líder guayaquileño	Noun				
		Él ve a Nebot como un líder nacional	Noun				
	Liderazgo	Un liderazgo con mayor madurez	Adjective		21	Jaime Nebot será candidato	21
		No veo un liderazgo nuevo, con nuevas propuestas.	Adjective				

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
VANGUARDIA A Marzo 2010	Shock	Y que los movimientos sociales no logran recuperarse del shock ,...	Noun	1	El Quinto Poder volverá corporativa a la sociedad	29
	Holding	El holding financiero HSBC deberá...	Noun	1	Radar	33
	Deck	Las losas son sobre deck ...	Noun	1	El tornillo de la ciudad	40
	Sprinkler	Dispone de una red de sensores sprinkler ...	Noun	1	El tornillo de la ciudad	41
	Gray light	El edificio está recubierto por una cortina de 2000 vidrios gray light reflectivos	Adjective	1	El tornillo de la ciudad	41
	Internet	La internet da buena información ...	Noun	1	Los fármacos no bastan para sanar	44
	Estresada	... es una persona que, la mayoría de veces está estresada .	Adjective	1	Los fármacos no bastan para sanar	44
	Estrés	...uno está sujeto al estrés , hay métodos que pueden...	Noun	1	Los fármacos no bastan para sanar	45

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
VANGUARDIA A Marzo 2010	Show	... presentó el show de table dance más grande...	Noun	3	La fiesta erótica mexicana...	46
		...han logrado que el show remonte	Noun		Pasarela: Tentaciones	60
		En un show una vez se me rompió un taco...	Noun		Entrevista: Karla Kanora	64
	Récord	...se rompió el récord al enlistar...	Noun	2	El pelucón del mundo latino	32
		... rompió un récord presentó el show de...	Noun		La fiesta erótica mexicana...	32
	Table dance	... rompió un récord presentó el show de table dance más grande...	Noun	1	La fiesta erótica mexicana...	46
	Sex	Se montaron tres espacios de juegos y lecciones para el placer: Hospital sex , Escuela sex, y Hotel se.	Adjective	3	La fiesta erótica mexicana...	46

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
VANGUARDIA Marzo 2010	Sex	Se montaron tres espacios de juegos y lecciones para el placer: Hospital sex, Escuela sex , y Hotel sex.	Adjective		La fiesta erótica mexicana	46
		Hospital sex, Escuela sex, y Hotel .	Adjective			
	Plotters	...con plotters de diferentes escenarios	Noun	1		
	Pornstars	...una zona de construcción donde están las pornstars... ”	Noun	1		
	Sex shops	... Sex shops y librerías.	Noun	1		
	Casting	Casting para películas.	Noun	1		
	Packaging	Es la consigna de los diseñadores de packaging...	Noun	1	Diseño	48
	Marketing	...coinciden Liliana Uridiales gerente de marketing ...	Noun	2	Líneas: La seducción	48

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
VANGUARDIA A Marzo 2010	Marketing	...una década de trabajo al frente de la división marketing	Noun		A complacer a los nuevos clientes	51
	Thriller	...el hecho que sea una cinta de género – thriller policial -...	Noun	2	El cine argentino con genes clásicos	54
		... que la de muchos detectives del thriller norteamericano	Noun			
	Filme	Uno de los méritos del filme es que afronta la crisis	Noun	1	La crisis económica y el mercenario	55
	Web	Otra web añadió que la Primera Dama...	Noun	1	Vientos de ruptura en el Eliseo	60
	Flashback	...jerga del Río de la Plata y el flashback a la dictadura...	Noun	1	El cine argentino con genes clásicos	54

Author: Bethzabé Ortiz

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
Ranking	39
Fútbol	12
Básquetbol	10
Básquet	9
Boom	6
Líder	5
Estatus	4
Internet	4
Web	4
Interclubes	3
Líderes	3
Marketing	3
Play station	3
Sex	3
Show	3
Skynet	3
Basquetero	2
Béisbol	2
Club	2
Clubes	2

Anglicisms	Word repetition number
Commodities	2
Estándar	2
Holding	2
Lady	2
Liderazgo	2
Mix	2
Récord	2
Shock	2
Thriller	2
Antiestatus	1
Best sellers	1
Businessman	1
Castings	1
Chequeo	1
Clóset	1
Commodity	1
Deck	1
Estándares	1
Estrés	1
Estresada	1
Fax	1
Filme	1
Flashback	1

Anglicisms	Word repetition number
Futbolistas	1
Futbolista	1
Futbolística	1
Gay	1
Glamour	1
Gol	1
Gray light	1
Hall	1
Hard discount	1
Hardware	1
High	1
Liderará	1
Majors	1
Man	1
Mass-media	1
Mitin	1
Packaging	1
Plotters	1
Póquer	1
Pornstars	1
Raid	1
Relax	1
Sex shops	1

Anglicisms	Word repetition number
Smoking	1
Sprinkler	1
Stand by	1
Standing	1
Surround	1
Table dance	1
Test	1
Trackpad	1
Web-one	1
TOTAL: 76 anglicisms	188

Author: Bethzabé Ortiz

Table Five

Comparison between variables

	Variable	F	%
Anglicisms (76)	Cultural magazines	16	9
	Scholarly magazines	79	42
	General interest magazines	93	49
	TOTAL	188	100

Author: Bethzabé Ortiz

Description, Analysis, and Interpretation of Results

In this section is presented a linguistic analysis selecting ten anglicisms from each variable; ten from the cultural magazines, ten from the scholarly magazines, and ten from the general interest magazines, giving a total of thirty anglicisms. The linguistic analysis will expose the alterations, adaptations and changes of each word and the most relevant characteristics as: acceptance the “Diccionario de la Real Academia Española” (DRAE) as a Spanish term, main definitions from two sources: DRAE and Merriam Webster Dictionary, origin, function, and an example of each anglicism.

After that, it is including a comparative analysis, in which the most frequents anglicisms in all variables are compared. In this section are presented some aspects of the terms as frequency, equivalence, and the reasons why the anglicism is useful.

Linguistic Analysis

This analysis focuses on the semantic, morphologic, pragmatic, and syntactic study. It will show all the alterations, changes, and adaptations that each anglicism has suffered and how these are used in our language. This study starts with ten anglicisms of the cultural variable, then with ten of the scholarly variable, and finally with ten of the general interest variable, in total thirty anglicisms with their respective analysis are presented.

Cultural Magazine:

FAX \`faks \

The English word *fax* was used the first time in 1948; however, it is an abbreviation of the Latin term *facsimile* whose definition is “a system of transmitting and reproducing graphic matter (as printing or still pictures) by means of signals sent over telephone lines”. The Merriam Webster Dictionary states that the main definition of the word *fax* is “a device used to send or receive facsimile communications”.

The main function of the English word *fax* is a noun. A context example for this term in Spanish is: “*Remítanos el comprobante por **fax** al (02) 233 ...*” (Anaconda 2009, p.1)

The word *fax*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a system that allows transmitting at distance for the written telephone line or graphics”. According to this dictionary the main function of the word *fax* is a noun; it also recognize that this word comes from the English language but highlights that it is an abbreviation of the Latin word *facsimile*.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term that is the reason why does not have equivalence. As a conclusion, this term enrich our language because is used

according to the original function and meaning without morphological alterations.

BOOM \ˈbūm \

The English word *boom* was used for the first time in the 15th century and comes from the Middle English *bomben*, *bummen*. The Merriam Webster Dictionary states that the main definitions of the word *boom* are “To increase in importance, popularity or esteem” or “to experience a sudden rapid growth and expansion usually with an increase in prices” The main function of the English word *boom* according to the Merriam Webster Dictionary is a verb. A context example for this term in Spanish is: “*Por el contrario, en los años sesenta, cuando surge el teatro callejero, no existía crisis sino auge por el boom petrolero*”. (Letras del Ecuador 2010, p.66)

The word *boom*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “Success or sudden peak of something, especially for books”. According to this dictionary the main function of the word *boom* is a noun; it also recognizes that this word comes from the English language.

Both dictionaries agree with the definition and origin of this word; the difference between Merriam and DRAE is the function; in the first one *boom* is stated as a verb while the other says that the main function is a noun. However in our language this word functions as a noun as we can see in the example. The comparison between the original English word and the Spanish loan do not show morphological changes.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “auge”. As a conclusion, this term enriches our language because it is used according to the original meaning without any morphological alterations.

HALL \ˈhól \

The English word *hall* used for the first time before the 12th century and came from the Middle English *halle*. The Merriam Webster Dictionary states that the main definitions of the word “hall” are “the castle or house of a medieval king or noble” or “the manor house of a landed proprietor”.

The main function of the English word *hall* is a noun. A context example for this term in Spanish is: “*Yo no puedo gastar 2 o 3 mil dólares en una escultura de Botero para un **hall** de entrada*”,... (Anaconda 2009, p.40)

The word *hall*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “lobby or receiver”. According to this dictionary, the main function of the word *hall* is a noun; it also recognizes that this word comes from the English language.

Our common use of the term *hall* for a vestibule or a corridor harks back to medieval times when the hall was the main public room of a residence and people lived much less privately than now. It also had come to mean any large room, and the vestibule was at one time one of the main sitting rooms in a house, but this sort of

room has largely disappeared also, and *hall* has become the designation for the small vestibule of today as well as for an entrance passage or any passageway.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence is “vestíbulo”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

PÓQUER – Poker \ 'pō-kər \

The English word *poker* was used for the first time in 1534; however, this word comes from the Middle English word *poke* whose definition is “wallet or purse”. The Merriam Webster Dictionary states that the main definition of the word *poker* is “one that pokes; especially: a metal rod for stirring a fire”.

The main function of the English word *poker* is a noun. A context example for this term in Spanish is: “*Ella ha escuchado la narración de una deuda impagable, de las noches de póquer...*” (Letras del Ecuador 2010, p.83)

According to the Diccionario de la Real Academia Española (DRAE), the word *poker* does not exist because this source recognizes the word *póquer* whose meaning is “ a game of cards in which each player receives five of them. It is a bet game, and wins

who gathers the superior combination among the several ones established”. According to this dictionary the main function of the word *póquer* is a noun; it also recognizes that this word comes from the English word *poker*.

Both dictionaries agree with the definition, function, and origin of this word. The morphological change in this word is the use of the stress mark on the letter *o* and the replacement of the *k* by the morphemes *q, u*. This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence is the word “póquer”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our language.

WEB \´web \

The English word *web* comes from the Middle English and it was used the first time before to the 12th century. The Merriam Webster Dictionary states that the main definitions of the word *web* are “a fabric on a loom or in process of being removed from a loom” or “cobweb, spiderweb”.

The main function of the English word *web* is a noun. A context example for this term in Spanish is: “*Los textos deben ser enviados a través de la página **web** de la revista.*” (Anaconda 2009, p.61)

The word *web*, in this context, according to the Diccionario de la Real Academia Española (DRAE), is used as an informatics term which means “computer net”. The main function of the word *web* is

a noun; it also recognizes that this word comes from the English words “net” or “mesh”.

No morphological changes are found comparing the original English word with the Spanish loan. Both dictionaries agree with the definition and origin of this word; however, the definitions describe different things, in the first one refers to a loom while the other one applies to an informatics term that refers to the services that run on the Internet. However, in the context of our variable agrees with the definition given by the DRAE

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “red”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

MASSMEDIA \ˈmas mē-dē-ə\

The English word *mass-media* comes from the Middle English and it was used the first time in 1923; however, it is composed of the words *mass* and *media*. The English word *mass* refers to “a celebration of the Eucharist” or “a musical setting for the ordinary of the Mass” this word can function as a verb, noun, or adjective. *Media* is the plural noun of the Latin word *medium* which functions as noun and adjective. The main definitions of medium are “something in a middle position” or “a middle condition or degree”; its origin comes from Latin.

The Merriam Webster Dictionary states that the main definition of the word *mass-media* is “a medium of communication that is designed to reach the mass of the people”.

The main function of the English word *mass-media* is a noun. A context example for this term in Spanish is: “...*invita a pensar en la influencia de algunos factores de importancia tal como la cultura, los gustos personales, la publicidad y los **mass-media.***” (*Letras del Ecuador 2010, p.13*)

The word *mass-media*, in this context, according to the Diccionario de la Real Academia Española (DRAE), refers to “a set of medium of communication”. According to this dictionary the main function of the word *mass-media* is a noun; it also recognize that this word comes from the English voice.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “medios de comunicación”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

CLÓSET - Closet \`klä-zət\

The English word *closet* was used for the first time in the 14th century. The Merriam Webster Dictionary states that the main

definition of the word *closet* refers to “a cabinet or recess for especially china, household utensils, or clothing”

The main function of the English word *closet* is a noun. A context example for this term in Spanish is: “*El sol de mediodía le proporcionó una luz intensa que destellaba en los espejos de la puerta de su **clóset***”. (*Letras del Ecuador 2010, p.95*)

The word *clóset*, in this context, according to the Diccionario de la Real Academia Española (DRAE), refers to “a wardrobe”. According to this dictionary the main function of the word *clóset* is a noun; it also recognize that this word comes from the English voice.

Both dictionaries agree with the definition, function, and origin of this word. It is necessary to highlight that *closet* had suffered a morphological adaptation because in Spanish language words with the strong accent on the second syllable (graves) and end with a consonant letter must be written with a stress mark. As we can see this Spanish grammar rule is applied to it given as a result a morphological modification.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “armario”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

SMOKING \`smō-kiŋ\

The English word *smoking* comes from the Middle English and it was used for the first time in 1870; however, this term refers to “a practice in which a substance, most commonly tobacco or cannabis, is burned and the smoke is tasted or inhaledit” West & Shiffman (2007). On the other hand, the word *esmoking* comes from the term *smoke* whose origin is from the Middle English and functions as noun; in addition, *smoke* means a suspension of particles is a gas” or “a mass o column of smoke”. The Merriam Webster Dictionary does not recognize this word alone. It states the noun phrase *smoking jacket* whose main definition is “a loose-fitting jacket or short robe for wears at home”.

The main function of the English noun phrase *smoking jacket* is a noun. A context example for this term in Spanish is: “*Encontré al protagonista en una cantina vestía **smoking***” (*Letras del Ecuador 2010, p. 105*)

The word *smoking* is not recognized by the DRAE; in contrast, it identifies the word *esmoquin*. According to the Diccionario de la Real Academia Española (DRAE), it refers to “an etiquette masculine garment, with less ceremony than a tuxedo, similar to a jacket without laps”. According to this dictionary the main function of the word *esmoquin* is a noun; it also recognize that this word comes from the English word *smoking*.

Both dictionaries agree with the function and of these words; however the meanings are different for each one. As we can notice this word had suffered two morphological changes, the first one is

the morpheme *e* at the beginning of the word it is because in Spanish pronunciation we do not start a word with the sound of the morpheme *s*, for this sound we combine it with a vowel getting the sound of the syllable *es*; on the other hand, in English the sound of the morpheme *s* can be combined when it is followed by another consonant this is known as “consonant cluster”, that is the reason why this morphology alteration is applied when it is adapted to our language. The second alteration is the replacement of the morphemes *q, u* by the morpheme *k*.

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “esmoquin”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

INTERNET \`in-tər-,net\

The English word *internet* comes from the Middle English and was used the first time in 1985; however, it is composed of the words *inter* and *net*. The English word *inter* refers “to deposit (a dead body) in the earth or in a tomb” this word functions as a transitive verb. The English word *net* describes “an open-meshed fabric twisted, knotted or woven together at regular intervals games” or “something made of net” it functions as noun. The Merriam Webster Dictionary states *internet* as “an electronic

communications network that connects computer networks and organizational computer facilities around the world”

The main function of the English word *internet* is a noun. A context example for this term in Spanish is: “*Buscan ejemplos a través de **internet**...*” (Letras del Ecuador 2010, p. 126)

The word *internet*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a global computer network, decentralized, with a direct connection between computers or computers through a special communication protocol”. According to this dictionary the main function of the word *internet* is a noun; it also recognize that this word comes from the English voice.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term that is the reason why this word does not have equivalence in Spanish. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

STANDING \ˈstan-dɪŋ\

The English word *standing* comes from the Middle English and it was used for the first time in the 12th century. The root of this term is the English word *stand* which works as a verb or noun and is defined “to take up or maintain a specified position or

posture”. The Merriam Webster Dictionary states that the main definition of the word *standing* is “remaining at the same level, degree, or amount for an indeterminate period”,

The main function of the English word *standing* is an adjective. A context example for this term in Spanish is: “*Concebido como una urbanización de alto **standing***”, (Anaconda 2010, p.55)

The word *standing*, in this context, according to the Diccionario de la Real Academia Española (DRAE), describes “an economic or social position”. According to this dictionary the main function of the word *standing* is a noun; it also recognizes that this word comes from the English language.

Both dictionaries agree with the definition, and origin of this word, although the functions are different our example agrees with the DRAE. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “lugar/reputación”. As a conclusion, this term enriches our language because it is used according to its original meaning without any morphological alterations.

SCHOLARLY MAGAZINES:

ESTÁNDAR – Standard \ˈstan-dərd\

The English word *standard* comes from the Middle English and it was used for the first time in 1488. The Merriam Webster Dictionary states that the main definition of the word *standard* is “a conspicuous object (as a banner) formerly carried at the top of a

pole and used to mark a rallying point especially in battle or to serve as an emblem”.

The main functions of the English word *standard* are a noun and adjective. A context example for this term in Spanish is: “*En efecto, él plantea que en esta era de globalización la oposición **estándar** entre metrópolis...*” (Sophia 2009, p. 55)

The word *estándar*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means as adjective is used such type, model, norm, or reference. As noun it refers to a level, model, or type. (life standard). According to the DRAE the origin of the word *estándar* is the English word *standard*.

Both dictionaries agree with the definition, function, and origin of this word. As we can notice this word had suffered a morphological change and been adapted to the Spanish structure. The first one is the morpheme *e* at the beginning of the word it is because in Spanish pronunciation we do not start a word with the sound of the morpheme *s*, for this sound we combine it with a vowel getting the sound of the syllable *es*; on the other hand, in English the sound of the morpheme *s* can be combined when it is followed by another consonant this is known as “consonant cluster”, that is the reason why this morphology alteration is applied when it is adapted to our language.

The second adaptation is the stress mark which in Spanish is used in words whose strongest accent is in the second syllable when it ends in a consonant except n or s (grave).

A third alteration is that *estándar* is used as plural showing the Spanish adaptations analyzed before and in the plural form its morphology is altered with the addition of *es* at the end. However the DRAE recognizes this pluralisation.

...”El haber logrado buenos **estándares** de calidad...”
(*América Económica 2010, p. 82*)

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “nivel”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

GAY\´gā\

The English word *gay* comes from the Middle English and it was used for the first time in the 14th century. The Merriam Webster Dictionary states the main definitions of the word *gay* are “happily, excited, bright, lively”. “Homosexual. Relating to or used by homosexuals”.

The main function of the English word *gay* is an adjective. A context example for this term in Spanish is: “*Ser miembro de la comunidad negra, ser miembro de la comunidad gay, etc*” (*Sophia 2009, p. 55*)

The word *gay*, in this context, according to the Diccionario de la Real Academia Española (DRAE), “describe men and women attracted by the same sex”. According to this dictionary the main function of the word *gay* is an adjective; it also recognizes that this word comes from the English.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term with Spanish equivalence “homosexual”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

ESTATUS – Status \ˈstā - təs\

The Latin word *status* it was used for the first time in 1630; however, the DRAE recognizes this word as an English term. The Merriam Webster Dictionary states that the main definition of the word *status* is “a position or rank in relation to others, also as a relative rank in hierarchy of prestige”.

The main function of the English word *status* is a noun. A context example for this term in Spanish is: “A *excepción de la maldad, es degradado al **estatus** de “indiferencia”* (Sophia 2009, p. 84)

The word *estatus*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means 1) Position that a person occupies in the society or inside a social group. 2) Relative situation of something inside a certain reference mark. According to this dictionary the main function of the word *estatus* is a noun; it also recognize that this word comes from the English.

Both dictionaries agree with the definition, function, but the origin of this word is different for each one; however, it is necessary highlight that Anglicisms are words loan from the English. The morphological alteration is the morpheme *e* at the beginning of the word it is because in Spanish pronunciation we do not start a word with the sound of the morpheme *s*, for this sound we combine it with a vowel getting the sound of the syllable *es*; on the other hand, in English the sound of the morpheme *s* can be combined when it is followed by another consonant this is known as “consonant cluster”, that is the reason why this morphology alteration is applied when it is adapted to our language.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose equivalence in Spanish is “condición”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

TEST \`test\

The English word *test* comes from the Middle English and it was used for the first time in the 14th century. The Merriam

Webster Dictionary states that the main definition of the word *test* is “a critical examination, observation, or evaluation. This term is used to determine the worth, capability, or endurance of a person or thing by subjection to certain examinations”.

The main function of the English word *test* is a noun. A context example for this term in Spanish is: “*Por otro lado, el “test de la capacidad” permite estimar....*”(Sophia 2009, p. 146)

The word *test*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “an exam, whose purpose is to evaluate knowledges or aptitudes, where an answer is selected among others predetermined. It also is identified as a psychological evaluation in order to study some function”. According to this dictionary the main function of the word *test* is a noun; it also recognize that this word comes from the English language.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “prueba”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

RÁNKING \´raŋ-kiŋ\

The English word *ranking* it was used for the first time in 1847; however, the root of the word *ranking* is the term *rank* whose origin comes from the Middle English and functions as adjective; in addition, the word *rank* refers to “luxuriantly or excessively vigorous in growth; high in amount or degree” and was used the first time in the 13^o century. The Merriam Webster Dictionary states that the main definition of the word *ranking* refers to “having a high position”.

The main function of the English word *ranking* is a noun. A context example for this term in Spanish is: “...*la presencia de empresas ecuatorianas en el **ránking** de las mayores de América Latina se ha mantenido constante.*” (*América Economía 2010, p.6*)

The word *ránking*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a classification of bigger to smaller and useful to establish approaches of valuation, or for a listing of items in a group, such as schools or sports teams, according to a system of rating or a record of performance”. According to this dictionary the main function of the word *ránking* is a noun; it also recognizes that this word comes from the English.

Both dictionaries agree with the definition, function, and origin of this word. It is necessary to highlight that *ránking* had suffered a morphological adaptation because in Spanish language words with the strong accent on the second syllable (graves) and

finished with a consonant letter must be written with a stress mark.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “clasificación”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

BUSINESSMAN \ˈbiz-nəs man\

The English word *businessman* was used for the first time in 1826; however, it is composed of the words *business* and *man*. The word *business* refers to “a role, function” or “a commercial or mercantile activity engaged in as a means of livelihood”; it also functions as noun and comes from the Middle English *bisynesse*. The English word *man* refers to “an individual human” or “the human race”. It comes from the Middle English and functions as noun and verb. The Merriam Webster Dictionary states that the main definition of the word *businessman* is “a man who transacts business”.

The main function of the English word *businessman* is a noun. A context example for this term in Spanish is: “*como el **businessman** Isidore Lechat de los negocios son los negocios*” (América Economía 2010, p.106)

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is

“hombre de negocios”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

CHEQUEO – Check up \ˈchek\

The word *chequeo* is taken from the English noun phrase *check up* was used the first time in 1921. This noun phrase is composed of the words *check* and *up*. The word *check* means “a sudden pause or break in a progression”. It comes from the Middle English and is applied as noun. The word *up* refers to something “with greater intensity”. It comes from the Middle English and is used as adverb, adjective, preposition, noun.

The Merriam Webster Dictionary states that the main definition of the word *check up* refers to “general physical examination”.

The main function of the English word *check up* is a noun. A context example for this term in Spanish is: “...*menores tiempos de conexión al interior de cada país y la eliminación de ciertos procesos de **chequeo***”. (*América Economía 2010, p.12*)

The word *chequeo*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “examination, inspection, compare; or general medical recognition”. According to this dictionary the main function of the word *chequeo* is a noun; it also recognize that this word comes from the English word *check up*.

Both dictionaries agree with the definition, function, and origin of this word. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “chequeo”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

COMMODITIES – Commodity \kə-'mä-də-tē\

The English word *commodities*, is the plural noun of the word *commodity* that comes from the Middle English and was used for the first time in the 15th century. The Merriam Webster Dictionary states that the main definition of the word *commodity* is “an economic good”, and also “something useful or valued”.

The main function of the English word *commodity* is a noun. A context example for this term in Spanish as plural noun is: “...acompañado de los buenos precios que tienen los **commodities**...” (*América Economía 2010, p.18*)

Another as singular noun is: “...sus ingresos provienen de la venta de un **commodity**”.(*América Economía 2010, p.76*)

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “artículos/productos”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

STAND BY \ˈstand bī\

The English noun phrase *stand by* comes from the Middle English and was used for the first time in the 13th century. This noun phrase is composed of the verb *stand* and the preposition *by*. The first one means “to take up or maintain a specified position or posture”; it comes from the Middle English. The preposition *by* is used as preposition, adverb, adjective or noun whose origin is from the Middle English and refers to “in proximity to or during the course of”.

The Merriam Webster Dictionary states that the main definition of the word *stand by* is “to be present; to be or to get ready to act”. The main function of the English word *stand by* is a verb. A context example for this term in Spanish is: “...los pocos *influjos de inversión extranjera continuaron en **stand by***”.(América Economía 2010, p.28)

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “esperar”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

HOLDING \`holdin\

The English word *holding* was used for the first time in the 15th century; however, the root of this term is the word *hold* whose function is a transitive verb. The English word *hold* comes from the

Middle English and means “to have a possession or ownership of or have at one’s disposal”.

The Merriam Webster Dictionary states that the main definition of the word *holding* is “property owned, usually used in plural”. The main function of the English word *holding* is a noun. A context example for this term in Spanish is: “Y un **holding** que administre ambas”. (*América Economía 2010, p. 75*)

The word *holding* in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a financial society which control larger part of the stock in a company” or “a financier set organized as society or company which takes control of all their stock participants”. According to this dictionary the main function of the word *holding* is a noun; it also recognizes that this word comes from the English.

Both dictionaries agree with the definition, function, and origin of this word. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “participación”. As a conclusion, this term enriches our language because it is used according to its original function and meaning without any morphological alterations.

GENERAL INTEREST MAGAZINES

BÁSQUETBOL – Basketball \ˈbas-kit-ból\

The English word *basketball* comes from the Middle English and was used for the first time in 1892; however, it is composed of the words *basket* and *ball*. The English word *basket* means “a net open at the bottom and suspended from a metal ring that constitutes the goal in basketball”. It is a noun that comes from the Middle English. The English word *ball* refers to “a spherical or ovoid body used in a game or sport”. It is a noun whose origin is from the Middle English.

The Merriam Webster Dictionary states that the main definition of the word *basketball* is “an indoor court game between two teams of usually five players each who score by tossing an inflated ball through a raised goal”

The main function of the English word *basketball* is a noun. A context example for this term in Spanish is: “*El comienzo del **básquetbol** como deporte moderno no se aleja de este patrón*”; (Diners 2009, p. 44)

The word *básquetbol*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a play between two teams of five players each one; its objective is to insert a ball in a round basket of the opponent team”. According to this dictionary the main function of the word *básquetbol* is a noun; it also recognizes that this word comes from the English word *basketball*.

Both dictionaries agree with the definition, function, and origin of this word. However, three morphological changes were

found in the Spanish loan are: the first one is the use of the stress mark, according to Spanish grammar rules the words with the strong accent on the third syllable (esdrújulas) must be written with stress mark; the next change is the replacement of the morphemes *q, u* by the morpheme *k*; finally, the letter *o* replace to the letter *a*. On the other hand, this word had been adapted to different Spanish expressions giving as a result several changes and adaptations of the word *basketball*, some of them are the words *básquet* which is a contraction of *basketball* and *basquetero* which refers to a person who play this game. Both work as nouns as we can notice in the following examples:

*“El **básquet** debió llegar de la mano de alguien y por ser zona de influencia norteamericana...” (Diners 2009, p.45)*

*“No hemos conocido un caso tan formidable de conocimiento del terreno, como el de este **basquetero**...” (Diners 2009, p.45)*

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “baloncesto”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

FÚTBOL – Football \´fʊt-,bôl\

The English word *football* comes from the Middle English and was used for the first time in the 15th century; however, it is composed of the words *foot* and *ball*. The English word *foot* means “the terminal part of the vertebrate leg upon which an individual

stands”. It functions as noun and comes from the Middle English. The English word *ball* refers to “a spherical or ovoid body used in a game or sport”. It also functions as noun and comes from the Middle English.

The Merriam Webster Dictionary states that the main definition of the word *football* is “any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking”

The main function of the English word *footbal* is a noun. A context example for this term in Spanish is: “...*en los meses que existe un receso entre los otros dos grandes deportes que se practican en Norteamérica: el béisbol y el **fútbol** americano*”. (Diners 2009, p. 45)

The word *fútbol*, in this context, according to the Diccionario de la Real Academia Española (DRAE), describes “a game between two teams of usually eleven players whose purpose is to bring a ball in a goalpost”.

According to this dictionary the main function of the word *fútbol* is a noun; it also recognizes that this word comes from the English word *football*.

Both dictionaries agree with the definition, function, and origin of this word. However, three morphological changes were found in the Spanish loan are: the first one is the use of a stress

mark, according to Spanish grammar rules the words with the strong stress on the second syllable (graves) and end in a consonant letter must be written with a stress mark; the next change is the replacement of the morphemes *o, o* by the morpheme *u*; finally, the letter *o* replace to the morpheme *a*.

On the other hand, this word had been adapted to different Spanish expressions giving as a result several changes and adaptations of the word *football*, some of them are the words *futbolística* which is an adjective related to the football and the word *futbolistas* which is a noun that refers to a person who practices this game.

*“...equipos que marcarán una identidad **futbolística**...” (América Economía 2010, p. 81)*

*“... butifarreros, profesores y **futbolistas**”. (Diners 2009, p. 62)*

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “fútbol”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

CLUB \`kləb\

The English word *club* comes from the Middle English and was used for the first time in the 13th century. The Merriam Webster Dictionary states that the main definition of the word *club* is “an association of persons participating in a plan by which they

agree to make regular payments or purchases in order to secure some advantage” or “the meeting place of a club.

The main function of the English word *club* is a noun. A context example for this term in Spanish is: “...*non encaminamos a un Nuevo hito en el más selecto **club** de empresas...*” (América Economía 2010, p.40)

The word *club*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a society founded by a group of people having common interest that share similar activities mainly related to recreation, sports or culture”.

According to this dictionary the main function of the word *club* is a noun; it also recognizes that this word comes from the English.

Both dictionaries agree with the definition, function, and origin of this word. On the other hand, this word had suffered morphological adaptations in our language because it is used combination with other words as we can appreciate in the next examples:

“...*Pío y Gilberto, y la fuerza de sus **clubes**: Atheletic...*” (Diners 2009, p. 46)

“*Lapentti mentía en los partidos de competencia nacional de provincia o **interclubes**...*” (Diners 2009, p. 48)

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “organización”. As a conclusion, this term spoils our language

because the morphology of the word had changed giving as a result damage in our grammar.

MITIN – meeting \ 'mētiŋ \

The English word *meeting* was used for the first time in the 14th century; however, the root of this term is the word *meet* whose definition is “to come together with especially at a particular time or place”. It comes from the Middle English and function as verb.

The Merriam Webster Dictionary states that the main definition of the word *meeting* is “act or process of coming together as an assembly or a session”.

The main function of the English word *meeting* is a noun. A context example for this term in Spanish is: “*Si estoy presidiendo un **mitin** importantísimo,*” (Diners 2009, p.70)

The word *mitin*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a meeting where the listeners attend the discourse of some relevant character might be politic or social. It refers also to each one of those congregations”.

According to this dictionary the main function of the word *mitin* is a noun; it also recognizes that this word comes from the English word *meeting*.

Both dictionaries agree with the definition, function, and origin of this word. The morphological changes found in the Spanish loan is the replacement of the morphemes *e, e* by the

vowel *i*; another alteration is that the morpheme *g* was deleted at the end of the word.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “reunión”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

RELAX \ri-ˈlaks\

The English word *relax* comes from the Middle English and was used for the first time in the 15th century. The Merriam Webster Dictionary states that the main definition of the word *relax* is “to relieve from nervous tension”.

The main function of the English word *relax* is a verb. A context example for this term in Spanish is: “...*el confort de sus habitaciones y suites, y el completo **relax** en el elegante spa...*” (Diners 2009, p. 94)

The word *relax*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “a physical or psychologic relaxation through exercises or something that cause commodity”. According to this dictionary the main function of the word *relax* is a noun; it also recognize that this word comes from the English voice.

Both dictionaries agree with the definition, and origin, although disagree in the function of this word. No morphological

changes are found comparing the original English word with the Spanish loan.

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “relajar”. As a conclusion, this term enriches our language because is used according to the original meaning without morphological alterations.

LÍDER – Leader \ˈlē-dər\

The English word *leader* comes from the Middle English and was used for the first time in the 14th century; however, the root of this term is the word *lead* whose meaning is “to guide on a way especially by going in advance”. It comes from the Middle English and functions as noun, verb and adjective.

The Merriam Webster Dictionary states that the main definition of the word *leader* is “a person or something that leads”. The main function of the English word *leader* is a noun. A context example for this term in Spanish is: “...*el alcalde de Guayaquil se mostró como el líder incontestable...*” (*Vanguardia* 2010, p.20)

The word *líder*, in this context, according to the Diccionario de la Real Academia Española (DRAE), “refers to a person recognized as a chief or someone who manage or direct a group; also states a team or a person who go ahead of a competition”.

According to this dictionary the main function of the word *líder* is a noun; it also recognizes that this word comes from the English word *leader*.

Both dictionaries agree with the definition and origin of this word; but disagree with the function because the first one states this word as adjective and the DRAE states it as noun. It is necessary to highlight that *leader* had suffered some morphological alterations because in Spanish language words with the strong accent on the second syllable (graves) and finished with a consonant letter must be written with a stress mark; another alteration found in this term is the replacement of the morphemes *e, a* by the morpheme *i*; another alteration is the plural form of the word *líder*; on the other hand, it has been adapted as adjective *liderazgo* which is recognized by the DRAE as a noun which identifies a superior situation of an enterprise, a product, an economic sector within its ambit.

“...los **líderes** indígenas no aceptan el trato...” (*Vanguardia* 2010, p. 17)

“Un **liderazgo** con mayor madurez” (*Vanguardia* 2010, p. 21)

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “líder”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

ESTRÉS – Stress \´stres\

The English word *stress* comes from the Middle English and was used for the first time in the 14th century. The Merriam Webster Dictionary states that the main definition of the word *stress* is “constraining force or influence”.

The main function of the English word *stress* is a noun. A context example for this term in Spanish is: “*Aunque evidentemente uno está sujeto al **estrés**, hay métodos que pueden...*” (*Vanguardia 2010, p.45*)

The word *estrés*, in this context, according to the Diccionario de la Real Academia Española (DRAE), means “medical term which describes a tension caused by oppressive situations which starts psychosomatic reactions or psychological disorders sometimes stronger”.

According to this dictionary the main function of the word *estrés* is a noun; it also recognizes that this word comes from the English word *stress*.

Both dictionaries agree with the definition, function, and origin of this word. The morphological changes found in the Spanish loan are: the use of the stress mark, according to Spanish grammar rules the words with the strong accent on the first syllable (agudas) and end in the consonant letter *n* or *s* must be written with a stress mark; another morphological alteration is the morpheme *e* at the beginning of the word it is because in Spanish pronunciation we do not start a word with the sound of the morpheme *s*, for this sound we combine it with a vowel getting the

sound of the syllable *es*; on the other hand, in English the sound of the morpheme *s* can be combined when it is followed by another consonant this is known as “consonant cluster”, that is the reason why this morphology alteration is applied when it is adapted to our language.

On the other hand, the word *estresada* had been adapted as adjective and the DRAE describes this word as “somebody who suffers stress”.

*“... es una persona que, la mayoría de veces está **estresada**”.*
(Vanguardia 2010, p.44)

This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “tensión”. As a conclusion, this term spoils our language because the morphology of the word had changed giving as a result damage in our grammar.

SHOW \`shō\

The English word *show* comes from the Middle English and was used for the first time in the 12th century. The Merriam Webster Dictionary states that the main definition of the word *show* is “to cause or permit to be seen”, or “to present as a public spectacle”.

The main function of the English word *show* is a verb. A context example for this term in Spanish is: “...han logrado que el **show** remonte” *(Vanguardia 2010, p.60)*

The word *show* in this context, according to the Diccionario de la Real Academia Española (DRAE), means “spectacle of varieties or as an action realized in order to be exhibit”. According to this dictionary the main function of the word *show* is a noun; it also recognizes that this word comes from the English voice.

Both dictionaries agree with the definition, and origin; however, the functions are different according both dictionaries. No morphological changes are found comparing the original English word with the Spanish loan. This anglicism is accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “espectáculo”. As a conclusion, this term enriches our language because is used according to the original meaning without morphological alterations.

SEX SHOP \´seks\ \´shäp\

The English word *sex shop* comes from the Middle English and was used for the first time in the 14th century; however, it is composed of the words *sex* and *shop*. The word *sex* means “the sum of the structural, functional, and behavioral characteristics of organisms that are involved in reproduction marked by the union of gametes and that distinguish males and females”. It comes from the Middle English and function as noun. The word *shop* means “a handicraft establishment”, “a building or room stocked with merchandise for sale”. It comes from the Middle English and also functions as noun.

The Cambridge Advanced Learner's Dictionary states that the main definition of the word *sex shop* is "a shop that sells products connected with sexual activity including magazine, clothing, and equipment".

The main function of the English word *sex shop* is a noun. A context example for this term in Spanish is: "*Se montaron tres espacios de juegos y lecciones para el placer: Hospital sex, Escuela sex, **sex shops** y librerías.*" (*Vanguardia 2010, p.46*)

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is "tienda de sexo". As a conclusion, this term enriches our language because is used according to the original function and meaning without morphological alterations.

SHOCK \`shäk\

The English word *shock* comes from the Middle English and was used for the first time in the 14th century. The Merriam Webster Dictionary states that the main definition of the word *shock* is "a pile of sheaves of grain or stalks of Indian corn set up in a field with the butt ends down".

The main function of the English word *shock* is a verb. A context example for this term in Spanish is: "*Y que los movimientos sociales no logran recuperarse del **shock**,...*" (*Vanguardia 2010, p. 29*)

This anglicism is not accepted by the Real Academia Española (RAE) and it is a very useful term whose Spanish equivalence is “impresión”. As a conclusion, this term enriches our language because is used according to the original function and meaning without morphological alterations.

After presenting the most relevant information about each Anglicism as origin, main function, definition, and its alteration or adaptations. We can conclude this analysis highlighting two common morphological adaptations.

The first one is the addition of the letters *es* at the beginning of the words which start with *s* as *standard*, *stress*, *status*; it is due to the adaptation from consonant cluster to syllables. Another alteration is the use of the stress mark in certain words as *estrés* and *clóset* which are adapted to the Spanish grammar rules.

Comparative Analysis

This analysis is going to compares the ten most frequent anglicisms between the cultural, scholarly, and general interest variables as well as the frequency among them. In addition, this section is going to determine the causes why these anglicisms are most used and the variable with the highest frequency of anglicisms; finally, this analysis concludes with a personal opinion about the results of these analyses.

This analysis was developed on the total of seventy six anglicisms and one hundred eighty eight frequencies among the three variables. The results of these were: in the cultural variable a

total of 16 frequencies (9%); in the scholarly variable 79 (42%); and the general interest variable 93 frequencies (49%).

In the cultural variable the greatest number of anglicisms observed was: boom, web, and internet. The scholarly variable showed the words: ránking, fútbol, boom, líder, web, status, and internet with most frequency. The greatest number of anglicisms observed in the general interest was: ránking, fútbol, básquetbol, básquet, líder, web, estatus, internet, interclubes.

As we can observe some of these anglicisms were applied in more than one variable. The ten most frequent anglicisms are: ránking 36 times, fútbol 12, básquetbol 10, básquet 9, boom 6, líder 5, web 4, estatus 4, internet 4, interclubes 3.

As a result the anglicism most useful is the word ránking which has a frequency of 36 applications, this word at the same of the majority of the most useful anglicisms were used in the magazine *América Economía*. It is because this magazine is focused on Economy where this term is very useful.

According to this investigation we can conclude that the variable with more incidences of anglicisms is the general interest magazines with the 0.49%; this result is a consequence of the diversity of topics in which is used informal writing. The next with more frequency is the scholarly magazines with the 0.42%; inside this variable there are technical terms which are taken from the English, that is the reason of the result. Finally the cultural magazines with the 0.09% registered the lowest frequency of

anglicisms, this is because this genre tries to conserve the purity of the language and they use an academic writing.

Conclusions

- Anglicisms are exposed to different changes and alterations when these are adapted to the Spanish language. These are a consequence of the phonological and grammatical differences between Spanish and English.
- One of the most common changes was the use of stress mark, as we can appreciate in the analysis of the words *clóset* and *ránking*.
- Due to the use of consonant clusters in English and syllables in Spanish gave as a result the addition of the morphemes *e* to the words that start with *s* like: *estándar* (*standar*), *estatus* (*status*) giving as a result the morphological change *es*.
- Some words like *standing* shows different functions in the English language and it is used as adjective while in the Spanish it is used as noun.
- The word *smoking* has different meanings within the English and Spanish languages.
- Some words change completely their morphology in Spanish because these are written according to the phonology rules, like the words: *líder* (*leader*), *mitin* (*meeting*), *básquetbol* (*basketball*), *fútbol* (*football*).

- The general interest variable had the most influence of anglicisms; this variable had the 0.49% of anglicisms frequency, it is because this genre has several topics which use informal written.
- The scholarly variable got the 0.42% of anglicisms frequency. It is because inside this technical words are used which are taken from the English.
- The scholarly magazine *América Economía* had most of the anglicisms although this variable did not get the highest frequency.
- Contrary to what most people think about that the use of anglicisms increase the cultural level this research shows that this genre got the lowest anglicisms frequency.
- The cultural variable registered the 9% of anglicisms frequency because within this genre writers try to preserve the purity of the language as well as the correct academic writing.

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Annexes

Annex 1

Table One:

Variable: Cultural Magazines

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

Author:.....

Annex 2

Table Two

Variable: Scholarly magazines

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

Author:.....

Annex 3

Table Three

Variable: General interest magazines

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

Author:.....

Annex 4

Table Four

The Most Frequent Anglicisms

Anglicisms	Word repetition number

Annex 5

Table Five

Comparison between variables

	Variable	f	%
Anglicisms	Cultural magazines		
	Scholarly magazines		
	General interest magazines		
	TOTAL		

Annex 6

BIBLIOGRAPHIC CHART

THEME	Pg. N°	INFORMATION	FORM N°
<i>THEME</i>			
<i>REFERENCE</i>			
<i>THEME</i>			
<i>REFERENCE</i>			
<i>THEME</i>			
<i>REFERENCE</i>			
<i>Relevance to your proposed Topic?</i>			