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A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS

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

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CERTIFICATION

MS. Rosario Maria Burneo, Thesis Advisor

CERTIFIES THAT:

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

Loja, july fifteen, 2010

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

Mayra Bravo

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July, fifteen, 2010

DEDICATION

First of all, I would like to dedicate this thesis to my amazing father God for making me strong enough to fight against the challenges in life. I'm aware his love and mercy helped me arrive to this point.

To my friends from church which are my second family. I know you have suffered my absence during the long journeys of study and work, while I was learning English, you were learning how to deal with huge responsibilities. Now, I understand that God always had a plan for all of us: I got achieved my goal and you grew up.

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Mayra Bravo

DEDICATION

I would like to dedicate this thesis to Jesus Christ, my Lord and Savior. I thank him for teaching me the right path of life, allowing me to get to this point, giving me health to achieve my objectives, and strengthening me each day with his Holy Spirit.

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ABSTRACT

The research topic on “A Descriptive Analysis of Anglicisms used in Ecuadorian newspapers” was carried out in the city of Cuenca. For this purpose, three Ecuadorian newspapers, 'El Universo', 'El Mercurio' and 'El Extra', were analyzed.

The aim of this research is focused on how anglicisms have been introduced in the Spanish language use, and how these words or terms affect the comprehension of newspaper readers.

Regarding the methods used, the bibliographic one was useful to collect the scientific material for the literature review; the descriptive and analytic methods were used to carry out the descriptive and statistical analysis, as well as, the interpretation of the found data. In addition, the instruments employed were questionnaires, newspapers, computers, flash memories, books, dictionaries, and stationery supplies.

After finishing the analysis of the newspaper information, it was found that the use of anglicisms is the highest in the variable 'El Universo', which is a national newspaper, and the subvariable with most anglicisms was “advertisements”.

To conclude, some social factors for language change in our country were identified. For instance, migration, technology, globalization, bilingual education, and lack of cultural identity play an important role on this phenomenon.

INTRODUCTION

The influence of borrowed terms on the printing press in Ecuador allowed us to carry out this research project called 'A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers'.

The use of anglicisms in Ecuadorian newspapers is the result of many factors such as: migration, globalization, technology, and a well-gained universal prestige of the English language.

Some studies in reference to anglicisms have been developed in other countries. Among the most important, we can mention "*La influencia mutua entre lenguas: anglicismos, hispanismos y otros préstamos*" written by Dr. Anna María D'Amore (2009) from Universidad Autónoma de Zacatecas. This research concludes that the Spanish language have used English words throughout history, and there have been detected multiple roots, innovation, and a big amount of loanwords. Besides, Spanish and English, throughout history, have borrowed words from most major and wider spoken languages. Also, translators have spread the use of foreign terms until they become indistinguishable from the native lexis.

Another study, "*Los Medios Impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos*", written by Rábago A., Romero B. and Saldivar R. (2008) from Universidad Autónoma de Baja California achieved conclusions such as: a language goes beyond the regulations from the Royal Academy of the Language when a culture is opened to transformation as a consequence of

invention and technological development. In addition, the adopted transformations in newspapers could include new English terms in Spanish language that will enrich its lexicon.

A final research, "*Los Anglicismos en la Prensa escrita Costarricense*" was carried out by Álvarez (2005) from The Universidad de Costa Rica. The main conclusion is that continuous changes in technology, society, economy, and culture have incorporated English words as a part of a natural process. However, this transformation could decrease national identity since new generations may not differentiate the mother tongue terms of those incorporated from another language.

Going back to our research, it is important to mention that the use of anglicisms in the Spanish written language in our country is worth being investigated since it will provide us with information about the way in which English influences our native language in terms of anglicisms.

As our intention is to carry out a descriptive, linguistic and sociological analysis of present written language in Ecuadorian newspapers, where we will focus on lexical terms regarded as anglicisms, it is necessary to focus this research from a descriptive point of view which will allow us to gather linguistic and social data in order to identify and analyze the barbarisms presently used in Ecuadorian national, local and tabloid newspapers. Therefore, we will be using the Bibliographic, Analytic and Descriptive Method.

The greatest motivation to perform this research is the desire of obtaining the bachelor's degree in Teaching English as a Foreign Language. A second reason is the importance that anglicisms have in Ecuadorian newspapers and the lack of investigation on this topic in our country. Also, to know about the magnitude of the impact that foreign terms cause in our language, specifically on the written media, and how to deal with them. Finally, what also encouraged us to succeed in the developing of this thesis is to achieve the knowledge necessary to be professional experts on the topic.

However, some limitations were found during this research. One of them was the lack of information about etymology of some anglicisms. Another one was the limited time available to develop this investigation due to our particular activities.

Concerning the achievement of specific objectives, it is good to mention that the following results have been found.

The first objective is to determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. This objective was achieved since we obtained the information that certifies the influence of anglicisms on Ecuadorian newspapers. Thus, the national newspaper El Universo contained the highest number of anglicisms. The second high newspaper according to the number of anglicisms is El Mercurio, a local newspaper. Finally, the tabloid, El Extra, was the newspaper with the lowest number of anglicisms.

A second goal was to identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador. This objective was also successfully accomplished. As a result, the term 'full' was the most used anglicism, which appeared 439 times and functioning as an adjective.

The next aim was to make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects. We found that most of the anglicisms come from Middle English having the same English function in Spanish, in the majority of the cases. On the other hand, a minor number of the anglicisms suffer morphological alterations when they are adopted by the RAE.

Another objective was to determine the written sections of Ecuadorian newspapers in which anglicisms are most frequently used. Consequently, we concluded that the advertisement section, in all the studied newspapers, is the most influenced one by anglicisms.

The last of the planned objectives was to know the level of acceptance Ecuadorians have about the use of anglicisms in newspapers. We found that, anglicisms are well accepted when there are not available Spanish equivalences and they are properly used in the target context.

METHODOLOGY

This research was conducted in the city of Cuenca in Ecuador. In order to develop this work, the first step to follow was to build up the Theoretical Background.

Now, in reference to the information sources employed in this section, it is important to mention that libraries, encyclopedias, dictionaries, and the internet were useful for gathering the scientific information.

To accomplish this study, three variables were given: national, local and tabloid newspapers. In addition, five segments: news, adds, social pages, sports, and reports were designated as Subvariable with the purpose of collecting the information.

The first step to develop this project was to select the sample; for this reason, three important Ecuadorian newspapers, 'El Universo', 'El Mercurio' and 'El Extra', were chosen.

The sample for this research comprised a total of 21 editions, seven for each newspaper, collected during seven consecutive days from October 5th to 11th, 2009.

After recognizing the sections where the anglicisms should be identified, we proceeded to distinguish and highlight them. Subsequently, the collected information was tabulated in charts.

For this process, the charts contained the following information: anglicisms, the context where anglicisms were found,

the times each word was repeated, the title of the article, and the date.

At the same time, a linguist, a journalist and some regular readers were interviewed about the impact and use of anglicisms in Ecuadorian newspapers, applying a different questionnaire for each case.

It is important to indicate that none of the interviewees knew the questions they were going to be asked; however, their participation was outstanding since all of them had a wide knowledge of the subject.

Then, we chose 10 anglicisms from each variable in order to develop the analysis, description and interpretation of results, which consisted of three aspects: linguistic, comparative, and sociological analysis.

To begin with the linguistic analysis, it comprised etymological, syntactic-semantic and morphological aspects. Concerning the first case, it was necessary to look for the acceptance of the words in the RAE lexicon. In the case of not being included, the words were looked up in an English dictionary to determine their origin.

In relation to the syntactic-semantic study, the function of the words in English was specified as well as the example in context where it was found in order to determine its function in Spanish language. Meanwhile, the meaning of the anglicism in both languages was analyzed, as well.

Besides, changes or adaptations that these terms have suffered were mentioned in the morphological analysis.

Secondly, the comparative analysis was developed in three sections. At first, each of the following sub variables: News, Ads, Social Pages, Sports, and Reports were compared according to the frequency and percentage of their anglicisms, but taking into account each variable individually. In addition, some possible causes of the obtained results were discussed after each analysis. Next, the same kind of study was elaborated by contrasting the variables National Newspaper “El Universo”, Local Newspaper “El Mercurio”, and Tabloid “El Extra”. Finally, the last section was related to the highest and lowest frequency of the use of each anglicism.

The sociological analysis was based on different opinions given by the following interviewed participants: the linguist Sara Vanegas Coveña, the journalist Fernando Ortiz Vizuete and the regular readers Ms. Marcela Carrasco, Carlos Vásconez and Mónica López.

This study consisted in the following aspects: the analysis of the acceptance or rejection about the use of anglicisms, the impact of the use of anglicisms in our cultural identity, the positive or negative effects in language, the influence on text comprehension, and our point of view in relation to the results.

As a final aspect, the following scientific methods were applied:

- Bibliographic Method, in order to gather the scientific material necessary for the Theoretical Frame.

- Analytic and Descriptive Methods, in all other stages in the execution of this research, in order to do the descriptive and statistical analysis and the interpretation of the data gathered through the field research done.

In addition, the techniques employed were, selection of written material, interview, recording, transcription, and translation.

Consequently, various instruments were also necessary to complete this research as questionnaires, newspapers, computers, flash memories, books, dictionaries, and stationery supplies.

Some recognized dictionaries have been employed during this part of the research. The Merriam Webster Dictionary (2010), Longman Dictionary (2010), Encarta (2008), and the 22nd edition of the RAE Dictionary –The Spanish Royal Academy– have been the basis for this study.

To conclude, some social factors for language change in our country were identified. For instance, migration, technology, globalization, bilingual education, and lack of cultural identity play an important role on this phenomenon.

RESULTS

This research on “A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers” was carried out in the city of Cuenca, which is located in Ecuador.

The next step is to tabulate the data; therefore the following newspapers were used as variables for the research:

National Newspaper: “El Universo”, a national newspaper printed in Guayaquil city. It is a very important mean of communication because of its high credibility on news, reports, economy, weather, ads, and sports.

Local Newspaper: “El Mercurio”, printed in Cuenca city. It is the most important written media in the area as well as the most read because of its important news, ads, sports, reports and social pages that every day are dedicated to the broad population of readers.

Tabloid: “El Extra”, written in Guayaquil and sold in all the country because of its news basically, but it also has sports, reports, social pages and ads. A great number of readers all around the country read this newspaper.

The Anglicisms collected were found in the following sections of the mentioned newspapers: News, Ads, Social Pages, Reports, and Sports.

QUALITATIVE TABULATION

Chart: ONE

Variable: National Newspaper "El Universo"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Gigabyte	Tendrá solo un gigabyte de almacenamiento	3	IBM lanzará servicio de correo electrónico	05/10/09
Software	Los mecanismos de software de Google cuestan a las empresas ...	1	IBM lanzará servicio de correo electrónico	05/10/09
Wireless	Galápagos, se convertirá en la primera zona wireless libre en Ecuador	1	Galápagos, primera zona wireless libre en Ecuador	05/10/09
Web	..miles de mensajes que inundaron la página web oficial de la artista	1	Mercedes Sosa recibe honores en su velatorio	05/10/09
Showroom	El showroom se complementó con tres conferencias técnicas	2	Con asistencia brasileña se busca mejorar	05/10/09
Internet	En la isla Floreana todos los habitantes tienen ya acceso a internet	3	Galápagos primera zona wireless libre en Ecuador	05/10/09
Express	Según la denuncia la mujer había sido víctima de secuestro express	2	Megamaxi se protege ante robo de locales	06/10/09
Dumping	.. por la reducción de consumo y un fuerte dumping	1	Telas e hilos se elaboran con menos personal y maquinaria	06/10/09

Web	Los reportes de las páginas web	1	Analistas, demanda busca callar a prensa	7/10/09
Internet	...trabajos que despejaron el camino para la era de internet	3	Nobel a quienes abrieron paso al internet y la cámara digital	7/10/09
Software	Le comprará su próximo automóvil solar, baterías y software	1	El nuevo sputnik	09/10/09
Cheerleader	Entre ellos cheerleaders y bastoneras de distintos colegios locales participarán	1	Sesiones solemnes del Gobierno y Municipio se realizarán en el Malecón	09/10/09
Pop	Remataron participación con una canción de corte pop del chileno Alberto Plaza	1	Homenaje estudiantil	09/10/09
Meeting	Para cubrir los costos del evento denominado meeting de negocios	1	Concejales insisten en ser invitados al evento	09/10/09
Leads	..elaborar diferentes tipos de leads	3	Taller de redacción este 19 de octubre	11/10/09
Ranking	...ocupan los primeros lugares del ranking nacional	1	50 ciclistas competirán en el Downhill urbano	11/10/09

Downhill	...de una prueba de la modalidad denominada downhill urbano	2	50 ciclistas competirán en el Downhill urbano	11/10/09
Engagement	La noción de engagement está tomando importancia tanto en lo comercial como en lo político	12	Tecnología: de la interactividad al 'engagement'	11/10/09
Online	Contemplando el futuro de la publicidad online	2	Tecnología: de la interactividad al 'engagement'	11/10/09
Facebook	Más recientemente el concepto se ha vuelto claro para facebook	2	De la interactividad al 'engagement'	11/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: TWO

Variable: National Newspaper "El Universo"

Subvariable: Ads

Anglicisms	Examples	Word Repetition number	Title of the article	Date
Stand	Estamos en el stand No 4	1	Adquiera remodele amplié	05/10/09
Gadgets	Carga tus gadgets aún con tu mini-notebook apagada	1	Toshiba: leading innovation	05/10/09

Call Center	Personal, call center , sin experiencia	5	Empleos y Oficios	05/10/09
Web	Cámara web	1	Toshiba: leading innovation	05/10/09
Notebook	Carga tus gadgets aún con tu mini- notebook apagada	2	Toshiba: leading innovation	05/10/09
Bluetooth	Bluetooth 2.1.	1	Toshiba: leading innovation	05/10/09
Sleep & Charge	Con USB Sleep & Charge , carga tus gadgets	2	Toshiba: leading innovation	05/10/09
Rent a car	Marcas más grandes de rent a car	2	Avis Rent a Car	05/10/09
Green Light	El green light o láser verde	1	Kennedy Grupo Hospitalario	06/10/09
Call Center	Personal para call center	4	Empleos y Oficios	06/10/09
Blackouts	A buen precio romanas, blackouts , bambú, enrollables	1	Decoración: cortinas	07/10/09
Laptop	Monitores, Lcd, laptops , Ups, accesorios	1	Computación: Computadoras	07/10/09
Call Center	Personal call center Empresa en expansión, solicita sin límite de edad	5	Empleos y Oficios	07/10/09
Pent-house	Arriendo habitaciones y pent-house por días o por meses	2	Alquiler	08/10/09
Full	Vendo Lancer Station, full equipo	298	Vehículos y transporte	08/10/09

Help Desk	Soporte técnico help desk , con experiencia, presentarse.	1	Técnico en Sistemas	10/10/09
New	Computadoras new , de paquete en oferta permanente	1	Computación	10/10/09
Penthouse	Penthouse. Departamento de lujo, 310 metros, A/C central full equipado	1	Suites y Departamentos: Malecón 2010	11/10/09
Web	Cobrar tarjetas, vender sin web	2	¿Cómo vender por internet? Con PayPal	11/10/09
Power builder	Power builder con experiencia	1	Solicitan: Programador	11/10/09
Internet	Alquilo suite amoblada, dormitorio, sala, cocina, baño, tv cable, internet	1	Alquiler: Puerto Azul	11/10/09
Staff	Se necesita staff de venta	1	Empleos	11/10/09
Internet	Iniciar su negocio en internet , promover productos y servicios	2	¿Cómo vender por internet? Con PayPal	11/10/09

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Chart: THREE

Variable: National Newspaper "El Universo"

Subvariable: Social pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Fashion Week	Fashion Week 2009	1	Yanbal Fashion Week 2009	05/10/09
Open house	Open House Colección 2010	1	Open House Colección 2010	07/10/09
Videoclips	En sus actuaciones en directo y un DVD con videoclips de la banda	1	Novedades	08/10/09
Welcome baby party	Sus padres celebraron la welcome baby party de Carlos Edmundo Montenegro	1	Fiesta de bienvenida	09/10/09
Coctel	...posteriormente se ofreció un coctel a los asistentes.	1	Feria 2009 Inauguración	08/10/09

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Chart: FOUR

Variable: National Newspaper "El Universo"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Staff	Es parte del staff de la organización corazones azules	1	Guille Martínez con otro tema	05/10/09

Realities	Él se inició participando en realities como Popstar	2	Guille Martínez con otro tema	05/10/09
Popstar	Él se inició participando en realities como Popstar	1	Guille Martínez con otro tema	05/10/09
Playboy	Legendario playboy amante de las fiestas	1	Los fantasmas de mis ex novias	05/10/09
High	Natural, verde, bioclimática de ahorro de energía high tech	1	De lo moderno a lo sostenible	05/10/09
Low	Low tech sostenible o sustentable	1	De lo moderno a lo sostenible	05/10/09
Stickers	Stickers con lemas que ahondan la realidad que vivimos	1	Los asaltos ya son para todos	05/10/09
iPhone	Menos para el iPhone	1	Software Flash para celulares inteligentes	7/10/09
Software	Este software es muy usado	2	Software Flash para celulares inteligentes	7/10/09
Flash	Software Flash para celulares inteligentes	1	Software Flash para celulares inteligentes	7/10/09
Netbook	Una netbook que puede arrancar en 5 segundos	2	Nueva netbook LG X130 desde este mes en el país	7/10/09
MP3	Comprimido de música MP3	1	Un jovencito de gran Éxito	7/10/09

Wi-Fi	Datos, Wi-Fi , cámara	1	Nueva netbook LG X130 desde este mes en el país	7/10/09
Internet	Desde programas como internet	1	Un jovencito de gran éxito	7/10/09
Forward	Con la tecla Forward	1	Un jovencito de gran éxito	7/10/09
Soft	Piqueo y bebida soft	1	Una cena teatro para resolver un misterio	7/10/09
Feedback	Retroalimenta- ción o feedback es un proceso de dos vías.	2	Capacitate: Programa para micro- empresarios	08/10/09
Set	Pero también programan un set de reggaetón y bachata	1	Bailando de maravillas en la salsoteca maravilla	10/10/09
Stand	En el stand de ID Tags hay pla- cas de aluminio de identificación	2	Feria de mascotas se exhibe hasta mañana	10/10/09
ID Tags	En el stand de ID Tags hay placas de aluminio de identificación	1	Feria de mascotas se exhibe hasta mañana	10/10/09
Scat- singing	Y encima con un scat-singing en español	1	“Shungo”la música na- cional desde el jazz	11/10/09
Pop	Tributo al Rey del Pop	2	La magia, locura e historia completa del Rey del Pop	11/10/09

Online	De la publicidad online	2	De la interactividad al engagement	11/10/09
Clickear	Mas que clickear sobre el 2008	2	De la interactividad al engagement	11/10/09
Identikits	En el caso de identikits hay falencias	1	No todos los policías han logrado mejoras para su vida y trabajo	11/10/09

Authors: Mayra Bravo and Bolivar Calle

Chart: FIVE

Variable: National Newspaper “El Universo”

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Playoffs	El primer partido de la primera ronda de playoffs entre ambos conjuntos de la liga nacional	3	Postemporada de las grandes ligas comenzó	09/10/09
Inning	Los Cardenales habían salido al frente en el mismo inning	2	Postemporadas de las grandes ligas comenzó	09/10/09
Ring	Jaime Cortés impuso su experiencia en el ring para ganar.	1	Ecuador clasificó a 9 finales en Copa del Pacífico	09/10/09

Downhill	Participaron en la prueba denominada downhill urbano	3	Downhill urbano se realizará mañana	10/10/09
Nine	El nine celebró el empate a 1 y la tri clasificó al mundial 2002	1	Van por la clasificación	10/10/09
Innings	4-3 en once innings	2	Teixeira, héroe de Yankees	11/10/09
Playoffs	En una ronda de playoffs	1	Teixeira, héroe de Yankees	11/10/09
Downhill	De la modalidad denominada downhill	2	50 ciclistas competirán en el Downhill urbano	11/10/09

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Chart: SIX

Variable: Local Newspaper "EL Mercurio"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
still	Fue fotógrafo still publicitario	1	Falleció Pablo Lazzarini	05/10/09
Click	Pero cuando se hace el click fluye todo más fácil	1	Falleció el fotógrafo Pablo Lazzarini	05/10/09
Web	Información adicional en las páginas web	4	Inscripciones para becas en Estudios de la Cultura	06/10/09
Coolbox	Intercambiadores de calor principales de coolbox	2	Proyecto de Gas natural con avance del 10%	7/10/09
Mall	En el centro de convenciones del Mal del Río	4	Feria gastronómica SABE 2009 presentará ofertas para Navidad	09/10/09
Stand	Las delicias que se mostraban en los stands .	2	Feria de alimentos ecológicos	10/10/09

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Chart: SEVEN

Variable: Local Newspaper "El Mercurio"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Showroom	Nuevo showroom	1	Almacén Fabián Carvallo	05/10/09
City Tourcon desayunos, city tour nocturno, guía privado y seguro de viaje.	1	Irma's Tours	05/10/09
Laptop	Puedes ganar una laptop	1	Mañana 6 de Octubre	05/10/09
Full	Esteem 2003. Full \$7.500 Guayas, matriculado	95	Vehículos: Esteem 2003	05/10/09
Stock	Hasta agotar Stock	1	Liquidación	06/10/09
Business	Windows Vista Business	2	Probook	06/10/09
Notebooks	La nueva línea de Notebooks	1	Probook	06/10/09
Mouse	Un mouse HP	1	Probook	06/10/09
Intercooler	Diesel turbo intercooler	1	Automóviles Antohyun	06/10/09
Web	Laptop DELL 3 ram, Intel 2 duo, web -cam	1	Computación	09/10/09
Hall	Casa bonita por estrenar, 4 dormitorios, hall y jardín	1	Villas, Venta	10/10/09
Air bags	Vendo Jeep San Young modelo Rexton 2007, color plata, sunroof, vidrios eléctricos, air bags ,	1	Vehículos, Compras	11/10/09

Web	Computador de paquete \$286, monitor 17”, web cam, regulador.	1	Compu-oferta	11/10/09
Sunroof	Vendo Jeep san yong modelo rexton 2007, automático, color plata, sunroof , vidrios eléctricos	1	Vehículos, Compras	11/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: EIGHT

Variable: Local Newspaper “El Mercurio”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Baby shower	Baby shower hoy a partir de las 17h00 en Villa San Carlos	4	Baby Shower	06/10/09
Junior	Luego de asistir al encuentro internacional de senadores de la Cámara Junior	1	Retorno	06/10/09
Opening	Moda Millenium y Opening de filial en Milenium Plaza	1	Moda Millennium y opening de filial	06/10/09
Fashion Week	...la misma que fue estrenada en España, Costa Blanca Fashion Week	2	Moda Millennium y opening de filial	06/10/09
Top Team	...modelos internacionales de la agencia, modelos de Guayaquil y el top team de Cuenca	1	Moda Millennium y opening de filial	06/10/09

Mall	Doce son las bel- dades que participarán en el evento a realizarse en el Mall	1	Presentan las candidatas a reina de Cuenca	08/10/09
Web	En su web oficial confirma conciertos en Guatemala	1	Enrique Bumbury en el Sigsig	09/19/09

Authors: Mayra Bravo and Bolívar Calle

Chart: NINE

Variable: Local Newspaper “El Mercurio”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Estrés	...las secuelas de nuestra actual vida moderna: el sedentarismo el estrés	1	Yoga: cuerpo y mente	05/10/09
Golden box	Se quedó unos minutos con las personas que se encontraban en el golden box	1	¿Y ahora qué hago?	10/10/09
Late show	Cuando acabó su late show , Ramones inició la grabación	1	¿Y ahora qué hago?	10/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: TEN

Variable: Local Newspaper "El Mercurio"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Chance	Colombia también se está jugando una chance , va a ser complicado	1	"Legionarios" empiezan a llegar a Santiago de Chile	05/10/09
Fair play	Hablamos de fair play , de juego limpio	1	Tecni no logró ingresar al Nacional de Ascenso	05/10/09
Junior	Luego estuvo presente la categoría rotax junior	2	Karting nacional en Los Eucaliptos	05/10/09
Go kart	Reaccionará el go kart en la pista	1	Karting nacional en Los Eucaliptos	05/10/09
Senior	... la categoría Rotax Senior la más exigente por la calidad de pilotos	4	Karting nacional en Los Eucaliptos	05/10/09
Street Ball	Ciudadela Alvarez brillará con Street Ball	1	Ciudadela Alvarez brillará con Street Ball	05/10/09
Senior Varsity	...al impacto psicológico que les causó el no competir en la categoría Senior Varsity	1	Cheerleaders azuayas destacan a nivel nacional	06/10/09

Cheerleaders	Cheerleaders azuayas destacan a nivel nacional	2	Cheer- leaders azuayas destacan a nivel nacional	06/10/09
Dirty	Dirty Jump bad boy game trata de un deporte donde intrépidos motociclistas...	3	Deporte Xtremo en Yunguilla	08/10/09
Young Riders	El alcanzó el segundo lugar en Young riders dentro de la primera jornada	1	V Chop en Narancay	09/10/09
Street ball	III torneo street ball en ciudadela Alvarez	2	Street Ball se aplaza	09/10/09
Récord	En espera de alcanzar un nuevo récord en Londres	1	Rugby a VII y Golf ya son olímpicos	10/10/09
Set	Cabe indicar que la primera raqueta nacional no ha perdido ningún set	2	Lapentti triunfa en challenger de Uruguay	10/10/09
Game	La doble sanción implicó la pérdida del game	1	Lapentti finalista del Challenger de Uruguay	11/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: ELEVEN

Variable: Tabloid “El Extra”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Nylon	Dos maletas de nylon fueron las protagonistas	1	¡28 kilos de cocaína en “tour narco” mexicano!	05/10/09
Rock	Otras personalidades que pasaron a última hora por la capilla fueron el rey del Rock Argentino	1	Murió la Diosa de la libertad	06/10/09
Candlelight Cooper	Candlelight Cooper donde las luces de las velas	1	Decorando el árbol de Navidad	06/10/09
X mas Clowns	Colecciones navideñas como: X mas clowns donde predominan los payasos	1	Decorando el árbol de Navidad	06/10/09
Full	Hoy es tu día por eso te dedicamos 8 páginas a full color	1	Guayaquil “Extra” te ama	09/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: TWELVE

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Happy Hour's	Happy Hour's y dormida \$7,50	1	Haway Hotel	05/10/09
Call Center	Call center medio tiempo completo 510	1	Empleos: Solicitan	05/10/09
Full	Mini Blazer full 97	39	Vehículos	05/10/09
Record	Rehabilitación. Record: 250, Divorcios: 150, desalojamos inquilinos...	1	Empleos: ofrecen	07/10/09
Night Club	Vendo de oportunidad Night Club	1	Negocios	08/10/09
Web	HP portátil, \$357+ IVA, nueva, teclado en español, Web Cam, etc.	1	Computación	08/10/09
Play	Ponle play a tu diversión	1	Eleva tu diversión al extremo con la feria de Durán	09/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: THIRTEEN

Variable: Tabloid "El Extra"

Subvariable: Social pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Click	Para darle un click al reproductor	1	¡Aymara encantó y arrasó!	06/10/09
Shows	...con sus shows harán bailar a cada uno de los presentes.	4	Agenda de Fiestas	07/10/09
Full	El estadio estará a full ...	1	El primer gol lo hace el pueblo	07/10/09
Teen	Magno evento señorita Carmense Bonita Teen	1	Veinte y cuatro semifinalistas	08/10/09
Sweat test	Gatorade presentó su campaña " Sweat test o prueba de sudoración"	2	Gatorade inició campaña de concienciación	10/10/09
Rock	¿quieren rock and roll? Pues que tiemble este patio	3	Se vivió un rock	10/10/09
Rockeros	...por un lado los rockeros de pura cepa con indumentaria oscura	1	Se vivió un rock	10/10/09
Pop	...por lo que definen su género de pop urbano	1	Actores de telenovela	10/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: FOURTEEN

Variable: Tabloid “El Extra”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Ladys Night	“ Ladys Night ” es la ocasión perfecta para “aullar”.	1	¡Un show lleno de fantasías y deseo!	05/10/09
Wow	y comienza el desenfreno. “ Wow ”,	1	¡Un show lleno de fantasías y deseo!	05/10/09
Strippers	Los strippers las colocan en una silla	1	¡Un show lleno de fantasías y deseo!	05/10/09
Yardas	...que sepa correr bien dentro de las 18 yardas	1	Ermen Benítez, goleador histórico de la Tri	06/10/09
OK	Ante el “ OK ” de la gente	1	Militares en acción	7/10/09
Look	Con su look de cowboy metalero, de negro y sombrero vaquero inició su gira	1	Se vivió un rock “corta venas” en la capital en la gira del infierno	10/10/09
Cowboy	Con su look de cowboy metalero, de negro y sombrero vaquero inició su gira	1	Se vivió un rock “corta venas” en la capital en la gira del infierno	10/10/09

Authors: Mayra Bravo and Bolívar Calle

Chart: FIFTEEN

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Fútbol	...y estaría reincorporando la comisión de fútbol para el 2010	2	Buen Gesto	06/10/09
Web	El directivo quiere que se publique en la página web...	1	Barcelona necesita una auditoría profunda	07/10/09
Showbol	La fiesta del showbol es hoy	4	Hoy Ecuador Vs. Argentina en el Voltaire Paladines Polo	08/10/09
Sets	El cotejo duró 3 horas y 20 minutos; y se jugó en 3 emocionantes sets	1	Extra Deportivo	11/10/09

Authors: Mayra Bravo and Bolívar Calle

Quantitative Tabulation

Chart: SIXTEEN

Variable: National Newspaper “El Universo”

ANGLICISMS	Section	F	%
	News	44	6.51
	Ads	339	50.15
	Social Pages	5	0.74
	Reports	33	4.88
	Sports	16	2.37
	Total	437	64.65

Authors: Mayra Bravo and Bolívar Calle

Chart: SEVENTEEN

Variable: Local Newspaper “El Mercurio”

ANGLICISMS	Section	F	%
	News	14	2.07
	Ads	109	16.12
	Social Pages	11	1.63
	Reports	3	0.44
	Sports	23	3.40
	Total	160	23.66

Authors: Mayra Bravo and Bolívar Calle

Chart: EIGHTEEN

Variable: Tabloid "El Extra"

ANGLICISMS	Section	F	%
	News	5	0.74
	Ads	45	6.66
	Social Pages	14	2.07
	Reports	7	1.04
	Sports	8	1.18
	Total	79	11.69

Authors: Mayra Bravo and Bolívar Calle

Summation of Variables and Subvariables

Chart: NINETEEN

Section	National Newspaper	Local Newspaper	Tabloid	Total
News	44	14	5	63
Ads	339	109	45	493
Social pages	5	11	14	30
Sports	16	23	8	47
Reports	33	3	7	43
Total	437	160	79	676

Authors: Mayra Bravo and Bolívar Calle

The most frequent Anglicisms

Chart: TWENTY

Anglicisms	Word repetition number
Full	433
Web	16
Call Center	15
Engagement	12
Internet	10
Downhill	7
Stand	5
Baby shower	4
Inning	4
Mall	4
Online	4
Playoff	4
Pop	4
Rock	4
Senior	4
Set	4
Show	4
Showbol	4
Software	4

Authors: Mayra Bravo and Bolívar Calle

DISCUSSION

Our personal contribution as researchers will be detailed in this section where the attained results on the field investigation will be analyzed. Discussion consists of three segments: Theoretical Background, Description, Analysis and Interpretation of Results and Conclusions.

Theoretical Background

The following scientific information will be the basis for the further analysis of our research project. Therefore, this work will explain many important definitions and characteristics about the following topics: language, linguistics, branches of linguistics, morphological procedures, historical linguistics, language change and language vice, neologisms, barbarisms, foreign language interference, newspaper, and tabloid. As this project is concerned with the use of anglicisms in the written media, some previous studies about this theme, authors, and the obtained conclusions will be mentioned.

Language

First of all, this topic is broadly explained by many authors and dictionaries merely under the focus of human speech; hence, the most important sources have been taken into account in order to describe the mentioned subject.

The Cambridge Advanced Learner's Dictionary (2009) defines *Language* as "a system of communication consisting of sounds, words

and grammar, or the system of communication used by the people of a particular country or profession.”

Besides, The Online Merriam Webster Dictionary has different definitions for *Language*. Firstly, it is considered as “the words, their pronunciation, and the methods of combining them used and understood by a community.” The second definition refers to *Language* as “a systematic means of communicating ideas or feelings by the use of conventionalized signs, sounds, gestures, or marks having understood meanings.”

Moreover, according to the Dutch linguist Beedham (2005), “Language is the most human of all human attributes”. For him, it is not just a mean of communication, but also a vehicle of thought. Also, he states that it is impossible to imagine human beings without a *Language*.

Last, one of the most important linguists, Saussure (1983), states that “Language is a structure, a functioning whole in which the different parts are determined by one another”.

Linguistics

As seen before, a common thread in various definitions of language is that Language is what makes people different from other species in the world. This important feature of human beings is studied in the field of *Linguistics*.

To begin, the Online Merriam Webster Dictionary refers to *Linguistics* as “the study of human speech including the units, nature, structure, and modification of language.”

Then, Akmajian (2001,) mentions that *Linguistics* is the field that tries to break down questions about the nature of language and communication into smaller pieces that could be more manageable and answerable.

Concerning this topic, Crystal (2008) describes *Linguistics* as “the scientific study of language.” He explains that the development of Linguistics as an academic discipline is recent and started around the 1960s. This science emerged because of the special interest in the study of language and communication.

Next, Fromkin (2000) says that *Linguistics* not only has to do with the grammar of a language, but also includes other areas of inquiring. Therefore, she describes several subfields in which *Linguistics* has been divided.

At first, this author mentions the *Theoretical Linguistics* whose aim is to characterize the nature of human linguistic knowledge. It is subdivided in two areas as follows: *competence*, what a speaker actually knows, and *performance*, the production and comprehension of language in real situations.

A second field of Linguistics is the *Descriptive Linguistics* which refers to the grammars of languages. The next field is the *Historical*

Linguistics which is an area concerned with the development of a language.

Finally, *Psycholinguistic Linguistic* relates to linguistic performance; that is, the production and comprehension of speech. It is also important to mention that these topics will be broadly analyzed in further pages.

Branches of Linguistics

As Linguistics is an extensive field of study, it has been divided in several areas. There have been several linguists that described the *Branches of Linguistics*; thus, the next pages will be based on the most important concepts given by Radford, Van Vallin, LaPolla, Trask, Akmajian, and Burneo as well as some important dictionaries.

Morphology

This area of Linguistics is related to the creation of words in a language. Thus, the following information will give details about the main features of this subject.

The Online Merriam Webster dictionary refers to *Morphology* as “the system of word-forming elements and processes in a language.”

Additionally, the recognized linguist Radford (1997) defines this branch as “the study of how words are formed out of smaller units (traditionally called morphemes)”.

Moreover, another description given by Burneo (2007) states that this domain deals with formation and structure of words. This

term also refers to the morphological structure of morphemes and the formation of words from combinations of prefixes and suffixes.

Semantics

This subject deals with various factors as context, setting, relationship, age, among others which have a considerable influence on word meaning.

The first definition is mentioned by Crystal (2003) who defines *Semantics* as “a major branch of linguistics devoted to the study of meaning in Language.”

In addition, Burneo (2007) affirms that *Semantics* is “a field of Linguistics dealing with the study of meaning.” She refers to this branch as the study of word meaning as well as symbols and signs. Therefore, a word can have two kinds of meanings called Denotation and Connotation. The first one is the word meaning that we find in a dictionary, and the second one is the meaning that the speaker conveys in the process of communication.

Syntax

The next branch of linguistics to be analyzed is *Syntax*. As a general description of this field, Van Vallin and LaPolla (1997) have argued that *Syntax* comes from the ancient Greek and literally means an arrangement or setting out together. This definition could easily lead us to get the core concept of this branch.

Besides that, some more specific definitions from different authors will be explained in the text bellow.

Firstly, Jaramillo (2009) has stated that Syntax is “the study of the structure of sentences.” It studies the structure of words once they gather to form sentences. At the same time, it also includes the combinations of words in sentence units called phrases and clauses.

Similarly, Burneo (2007) defines this term as a subfield of linguistics that deals with the principles and rules in which the words are joined together in order to form phrases, clauses, and sentences.

Then, regarding the concept written by Radford (1997), “Syntax is concerned with the ways in which words can be combined together to form phrases and sentences.” Finally, this author affirms that in English, it is grammatically acceptable to say, “Who did you see Mary with?” but it is not fine to say, “Who did you see Mary and?” These examples clearly illustrate the previous definitions.

Pragmatics

Pragmatics is related to the use of language according to the context. Thus, Trask (1999) defines this field as “the branch of Linguistics which studies how utterances communicate meaning and context.”

Similarly, The Online Webster Dictionary shows the following definition: “a branch of linguistics that is concerned with the relationship of sentences to the environment in which they occur.”

In addition, Burneo (2007) has stated that *Pragmatics* is “the branch of Linguistics that deals with the study of language use in communication.” Regarding the social context, she states that this

branch of Linguistics analyzes the relationship between expressions in the different social circumstances where they are produced.

Another author that mentions this topic is Cutting (2008). He affirms that *Pragmatics* studies the meaning of words in three different domains: the context, the text, and the function.

Phonology

This branch of linguistics focuses in the pattern of speech sound used by a language. However, every language has its own sound system.

A general definition of *Phonology* was obtained from the Online Merriam Webster Dictionary. It says that “Phonology is the science of speech sounds including especially the history and theory of sound changes in a language or in two or more related languages.”

Concerning this topic, Burneo (2007) has stated that it is “a branch of Linguistics that deals with speech sounds according to their production, composition, distribution and function within a language.”

Furthermore, Akmajian (2001) has said that *Phonology* is a branch of Linguistics concerned with the structure and the model of sounds in human language.

Moreover, this author has added some interesting facts about this topic. He has said that *Phonology* could be used in two different ways. First, it refers to a description of the sounds of a target language which leads the distribution of those sounds. Second, it is a

part of the general theory of human language which is concerned with the universal properties of natural language sound systems.

Morphological Procedures

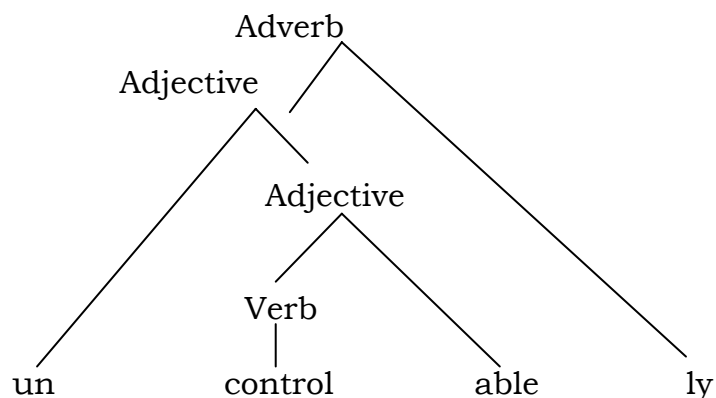
As seen above, Morphology is the branch of linguistics that studies the procedures of word formation, and *Morphological Procedures* are related to this complex process.

Similarly, the main concern of this study deals with the morphological structure and the wide range of possible combinations of morphemes-prefixes, roots and suffixes in the construction of new words.

Subsequently, these mentioned linguistic terms and the processes of *Derivation* and *Composition* will be analyzed in the next pages.

Root

Jaramillo (2009) states that the term *Root* refers to the most basic form of a word that is able to convey a particular description, thought, or meaning. The root structure and the possible combination of prefixes and suffixes could be represented by the following diagram:



Derivation

This is a process motivated by the desire to create new lexical items by using preexisting morphemes and words. Katamba (2005), states that if a new word will be introduced in our language, we do not have to start from scratch. Rather, it is possible to create lexical items by using preexisting words and morphemes. “Derivation enables us to add new lexical items to the open word-classes of noun or adjectives, verb and adverb.....this is derivation,” Katamba (1994) affirms.

In addition, Stageberg (1991) mentioned that languages can increase their vocabulary through three principal ways as follows: new words can be formed from existing words and word parts; words can be 'borrowed' from another language; and new words can be made up from scratch.

According to this author, adjectives and verbs are called 'open classes' because when a new noun, adjective, or verb is required, additions to these categories occur freely and frequently. Conversely, prepositions, pronouns, and determiners are called 'closed classes' since new words in these categories are seldom introduced.

In short, Merriam Webster dictionary mentions that *Derivation* is a linguistic procedure whose aim is to form variants from a word by adding affixes to the root.

As observed, some lexical items are used during *Derivation* in order to obtain new words. These are called *affixes* and *suffixes*.

Therefore, these expressions will be described in the text below.

Regarding Stageberg (1991), *affixes* are the result of adding morphemes to an existing word. It is a common way to create new words. For instance, English adds the suffix 'er' to the verb 'sing' and forms the word *singer* meaning 'one who sings'. Also, the verb 'design' becomes in *designer* and signifies 'one who designs.'

Besides, Jaramillo (2009) affirms that *affixes* can be derivational or inflectional. Derivational affixes are “bound morphemes attached to stems to derive new words that may or may not change the syntactic category of words,” she mentions.

This author also states that prefixes are always derivational. English adds morphemes by prefixing 'un', 'pre', and 'dis', which change the meaning of words but not their lexical category. The prefix 'un' added to the adjectives 'true', 'popular', and 'successful' creates new adjectives with opposite meanings such as: *untrue*, *unpopular*, and *unsuccessful*. Attached to a verb, the morpheme 'un' yields a new verb with an opposite meaning as the case of *unplug* or *unscrew*. Also, 'dis' before a verb creates an antonym verb like *disobey*, *disapprove*, and *disappear* among others.

Jaramillo has mentioned that three recently productive prefixes were created. These are 'cyber', 'bio', and 'nano'. Some combinations of them produce the following compound words: *cyberspace*, *cyberpal*, *cybermall*, *bioterrorism*, *biotechnology*, *bioweapons*, *nanotube*,

nanosecond, *nanotechnology*, and *nanoworld*. All of these examples maintain the same lexical category of the stems.

Furthermore, suffixes can be derivational and inflectional. Derivational suffixes are added to the end of a stem. Unlike prefixes, derivational suffixes usually change the lexical category of the stems. For instance, a verb can become a noun as arrangement, agreement, and consignment. These are nouns derived from verbs. Besides, the suffix 'ation' works in the same way in the noun resignation, and organization, among others.

Jaramillo (2009) has also described inflectional suffixes as bound grammatical morphemes that are added to complete words according to the rules of grammar. All the English inflectional affixes are suffixes. Some examples of inflectional suffixes occur in the plurality of nouns, such as third singular person in present and the comparative or superlative nouns as follows: girl – girls, come – comes, and long – longer.

As seen, these inflectional suffixes never change the grammatical category, unlike derivational suffixes.

Finally, Stageberg (1991) has mentioned that a language also increases its vocabulary through borrowing words from other idioms. These words could be adjectives, nouns, verbs, adverbs, and interjections. For instance, this author has mentioned some popular words borrowed from French such as paparazzi, karaoke, and résumé.

Parasynthesis

One additional morphological process which is important to mention is *Parasynthesis*, “a term used in Romance word-formation for what seems to be the simultaneous application of two word-formation rules to a base”, Booij, Lehmann, and Mugdan (2004).

In their book '*Morphology*', the authors consider the example *enrichir* (to enrich) and note neither that 'enrich' nor 'richir' are words that exist independently. They believe that words as 'enrich' are formed by the simultaneous adjunction of *en-* and *-ir* to the base '*riche*' (rich). Since *-ir* is known as the infinitive particle, it is an inflectional ending.

According to these authors, some people prefer to define this kind of formation as created through the simultaneous application of *en-* prefixation and conversion, while others believe that the whole derivational process is located in the *-then* category changing prefix. Under this hypothesis, parasynthesis is recognized as a simple prefixation.

Historical Linguistics

Language has been always in permanent change and the subfield of linguistics which studies the development that language has had over time is called *Historical Linguistics*.

Online Wikipedia Encyclopedia defines *Historical Linguistics* as “the study of language change.” In addition, it observes changes in particular languages and describes them, and it groups them in

language families by reconstructing the pre-history of languages to encounter theories about the language changes and why they do so. It mentions the history of speech communities and analyzes words through the history.

Moreover, Bynon (1977) recognizes that the process of language change through time is closely related to *Historical Linguistics*. He states that it explores how and why the language of individuals, a social group, or a speech community evolves in the area of pronunciation, vocabulary and grammar.

Crystal (2003) emphasizes that *Historical Linguistics* is concerned with the expansion of languages and languages through the time. He also labels this branch as diachronic linguistics.

According to this author, this area of linguistics makes use of the same methods which form part of other fields such as synchronic linguistics, sociolinguistics, and psycholinguistics.

Language change

Because of scientific developments or recent discoveries, new words are appearing daily. Additionally, some words or terms have evolved and have changed their meaning; this evolution of language is called *Language change*.

As stated by Holmes (2008), *Language change* is best defined as “speaker innovation” because speakers modify language according to their needs such as imitating speeches from other communities. Once these changes are adopted by others, *language change* is the result.

Another point of view was mentioned by Trask (1994), “Every language that people use changes constantly. English, for example, has been changing throughout its history and it is still changing today.”

Trask also remarks that there are new words, new pronunciations and even new grammatical forms which come into use every day, and some words, forms, and pronunciations are not employed anymore.

Lastly, Aitchinson (2001) has affirmed that “language change is a topic which, perhaps more than others, spreads itself over a wide range of areas.” Also, he maintains that this topic must be analyzed by answering questions such as “where the evidence comes from, how changes happen, why they happen, and how and why whole language begins and ends.”

Language vice

Languages are used as instruments to achieve communication; hence they are open to be employed in right or wrong ways. Wrong forms of construction and incorrect use of vocabulary are considered *Language Vices*. These structures tend to obstruct the good interpretation of the conveyed message.

According to Carreño (2009), *Language vices* are aspects of an idiom that block the normal verbal experience of communication. In addition, vices of language are compared with the opposite of

rhetoric; in other words, *Language Vices* are considered as contra-rhetorical.

Rhetoric is the skill or ability of using a language effectively as an everyday tool employed by people. All aspects of communication are rhetorical due to the fact that language always has been evolving, Carreño explains.

As this author has mentioned, while trying to master a language, it is easy to fall into the errors classified as defects of language such as little care constructions, defective expressions, negligent handling, or simple ignorance. However, these inaccuracies are very difficult to identify due to their closeness to rhetoric.

According to this author, *Language Vices* are divided in three main groups: pragmatic vices, syntactic vices and semantic vices.

The first group called *Pragmatic Vices* occurs by the fact of using any form of language unconventionally but employing correct grammar and meaning. In other words, syntactic and semantic levels are correct, but the use of old or invented forms block the communication. These *pragmatic vices* are subdivided in two subcategories: *archaisms* and *neologisms*.

Carreño defines archaisms as the discontinued words from everyday speech and writing. They are often replaced by new words or disappeared due to the uselessness of the target objects.

On the contrary, neologisms emerge from the evolution of language in accordance with the development of literature, science

and technology; as a result, new terms appear to refer new objects or to replace old forms.

Regarding the second group of language vices, Carreño mentions the *Syntactic Vices*. This group mostly affects the linguistic communication since they break the grammatical structure directly.

These vices are subdivided in five categories: catachresis, solecism, monotony, pleonasm, and cacophony. Therefore, each category will be broadly explained in the text bellow.

This well known author mentions that *Catachresis* is the use of a word instead of another existing term but with different meaning. For instance, “haya – halla – aya – allá” and “vaya – valla - baya” have been mentioned as a Spanish illustration. He has mentioned the use of “there-their” as an English example.

Solecism consists of poor grammar sentences; a fact that goes against the accuracy and purity of a language. *Solecism* occurs when words exceed or lack in a phrase or when the use of a dative replaces an accusative.

Among the most common expressions, this author has mentioned “debes de obedecer a tu papa”, “voy ir”, “trajistes” and “le ví”.

Then, *Monotony* is the lack of sufficient vocabulary to deal in a particular conversation. In short, a word or expression is constantly mentioned into a dialogue or dissertation.

Next, Carreño mentions *Pleonasm* as the unnecessary repetition of a concept with synonymous or similar phrases. He has illustrated this concept with the following examples: “subir para arriba, bajar para abajo, salir para afuera,” among others.

Finally, the last category Cacophony, is the construction of utterances with structures unpleasant to the hearers, Carreño affirms.

The third category to be included is *Semantic Vices*. These are the structures that do not alter the pragmatic or syntactic order but hide or attack the meaning directly by including foreign words with their equivalent in the natural language.

The *semantic vices*, according to Carreño, are the following: amphibology, imported barbarisms also called foreign words, and barbarisms of expression.

The first category, *Amphibology*, comes from the Greek 'anfíbolos' meaning ambiguous or misleading. It is the phrase or sentence that leads to double interpretation. In order to explain this category Carreño mentions the following example: “Luis goes to Paco’s house in his car,” whose car?

Then, *Imported Barbarisms* are words that form part of certain language but are used in another. These English voices are called *Anglicisms* and replace the Spanish terms without having a logical reason. The author has listed the following expressions: “oquei, bai,

omaigad, gelou, maidir”. French voices as “debut, premier, avalanche, restorán” are known as *Gallicisms*.

Last of all, Carreño maintains that Barbarisms of expression are those words that degenerate their natural form. These terms can take three forms.

The first form is the group of misspelled words such as sanoria, juites, venites, and so on. In the second place there are the unaccented words as: exámen and imágen, and the final class is related to the defective expressions as: qué onda, chale, and ta'bien.

Neologisms

Day by day, different factors like the development of technology leads to the creation of new words. Therefore, these recently coined terms are called *Neologisms*.

The Online Merriam Webster Dictionary gives the following definition for *Neologism*: “a new word, usage, or expression”. Also it mentions another meaning “the use of, or the practice of creating, new words or new meanings for established words.”

Likewise, Akmajian (2001) wrote that a *neologism* is “a new word that has been added to a language.” These new word has undergone meaning change.

Also, he has commented that languages evolve, replacing old words by new expressions to be used in science, literature, or technology. This process is regular; however language could be

altered when there are few possibilities to integrate the word into the system.

Barbarisms

In a broad sense, the word Barbarism comes from the Latin 'barbarum'. It has two concepts: the first one is concerned to the barbaric and foreign, referring to the Romans who used to call barbarians to the villagers outside of their empire. The second meaning is equal to the term 'savage'. It also refers to the Romans who thought that foreign people were savages, Carreño affirms.

Consequently, if this term is defined in a linguistic sense, it could be mentioned that a Barbarism is a foreign word introduced to the language.

Similarly, The Online Merriam Webster Dictionary defines Barbarism as “the use of words and expressions not standard in a language.”

The final point of view is given by Tove Wallin (2005): one type of linguistic borrowing that is not on the RAE and is not accepted by Spanish is called *Barbarism*.

Anglicisms

As was previously seen, Anglicisms form part of Barbarisms, and it is the core of our research; therefore, it is worth to search more information related to this topic.

Initially, The Online Merriam Webster Dictionary defines anglicism as “a characteristic feature of English occurring in another

language.” Besides, Molina (2001) has stated that Anglicism is the use of a word borrowed from the English language to another. Most of the time, according to Molina, the speakers do not realize about its use.

As the main causes for the use of anglicisms in a language, Molina has mentioned some reasons within his studies.

First, English has become the most important language around the world due to the privileged position of the United States, and it has been the second language for the majority of students even in the business area. Besides, its influence on the globe is undeniable.

Second, the creation of new technology items leads the use of English terms. For instance, the use of the expression “on-line” is very common nowadays and is an Anglicism even if someone decides to translate it into Spanish 'en línea' because its meaning has already been taken. Another example is the word 'hobby'. This expression borrowed from English literally is already part of the Spanish Dictionary (RAE).

Third, another cause that Molina expresses for the spread of anglicisms in the Spanish language is the rise of English terms on means of communication. Some journalists overuse these expressions to impress their audience. Molina has mentioned that such attitudes prejudice our culture. Next, the Royal Academy of the Language accepts these new words easily since there are not equivalents for them in Spanish.

Finally, Molina has said that we should avoid the unnecessary Anglicisms with the purpose of not replacing the Spanish words instead of English terms.

Foreign Language Interference

In spite of the learner's knowledge gathered about a second language (L2) through the second language acquisition process, there is a strong tendency to use structures from the native language that lead the learners to produce wrong statements. For this reason, there have been several studies regarding this topic.

According to Saville-Troike (2006), Interference occurs “when an L1 structure or rule is used in an L2 utterance and that use is inappropriate and considered an error.” This interference takes place in all areas of Interlanguage: vocabulary, pronunciation, grammar, and all other aspects of language structure.

Ellis (1997) argues that Interference as 'transfer' is “the influence that the learners' L1 exerts over the acquisition of an L2”. Besides, transfer is governed by learners' perceptions about what is transferable and by their stage of development in L2 learning.

Moreover, Bhela (1999) has stated that during the process of second language learning, learners accumulate structural utterances of the target language, but they present difficulties in the organization of this knowledge into appropriate coherent structures.

Second language learners experience a significant breach between accumulation and organization of the knowledge. As a

result, second language speakers tend to rely on their native language when writing or speaking the target language.

Furthermore, many of the obstacles that learners of second language face with phonology, vocabulary and grammar of L2 are caused by the interference of habits from L1, Beardsmore (1982) has mentioned. Additionally, when learners use the structures of the L1 into an L2 language, and its structure is different, the result will be an error.

Newspaper

Newspaper and Tabloid are the next topics to be developed in order to support our research since they are the resources from which the information for this work will be taken.

The Online Merriam Webster Dictionary gives the following definition for this newspaper, “a paper that is printed and distributed usually daily or weekly and that contains news, articles of opinion, features, and advertising.”

In addition, the McMaster University has said that a newspaper is “printed on newsprint and issued daily or weekly containing news, editorials, commentary, advertising, and general interest items. Examples: Hamilton Expectator; New York Times; Globe & Mail.”

Likewise, the Online Calgary Herald Newspaper mentions many definitions for this term. Among the most interesting are the following: “a member of the community in which is published what

the community thinks important, right or wrong, good or bad is reflected in the pages of the local newspaper.”

Finally, this media has written that “newspapers are 'living textbooks'. They are a source of information and learning. Newspapers write about history -as it happens.”

Tabloid

The definitions given by the Online Merriam Webster Dictionary for tabloid are: “featuring stories of violence, crime, or scandal presented in a sensational manner <tabloid television>” and “ a newspaper that is about half the page size of an ordinary newspaper and that contains news in condensed for a much photographic matter.”

Sparks and Tulloch (2000) said, tabloids are mostly known as less truthful and reliable than the serious press and its imprecision could affect the readers.

Another important explanation for this term is given by the Britannica Encyclopedia. Tabloid is a newspaper innovation which revolutionized the press in the twentieth century. Harmsworth coined the term when he was designing and editing an experimental issue of the New York World in 1900s.

Previous studies

Among the most important studies on Anglicisms in foreign countries, we can mention the following:

The study carried out by Anna Maria D'Amore (2009) from Universidad Autónoma de Zacatecas called "*La Influencia mutua entre lenguas: anglicismos, hispanismos y otros préstamos*" describes the historical process of the inevitable incorporation of borrowed terms in English and Spanish.

As a result, D'Amore concludes that the history of English in the Spanish language shows multiple roots, innovation, and a big amount of loanwords. Also, English has borrowed words from most major world languages, others which are not spoken by many people, and even some extinct languages.

Additionally, throughout history, translators have spread the use of foreign terms until they become indistinguishable from the native vocabulary.

Finally, borrowing terms is not new; on the contrary, this is an old linguistic method that is valid nowadays and there are no reasons to doubt its future sustainability.

Another study, '*Los Medios Impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos*' will be described as follows.

It was developed by Alvaro Rábago Tanori, Beatriz A. Romero Noyola, and Rafael Saldívar Arreola from the Universidad Autónoma de Baja California in the year 2008. For this study, the researchers selected the following newspapers: La Voz de la Frontera, La Crónica,

and Milenio from Mexico and Adelante Valle, La Prensa, El Latino and Dos Mundos from The United States.

The purpose of this work was to identify and explain the use of anglicisms in the written media. Amongst the most important conclusions, they obtained the following results:

First of all, when a culture is open to language transformation, it goes beyond the regulations of the Royal Academy of the Language. This transformation is due to the use, invention and technological development.

Second, the language does accept transformations since it varies according to the reality where speakers live. Then the use of foreign terms in these cities do not decrease language; quite the reverse, it establishes links in order to facilitate communication.

At the end, they concluded that the adopted transformations in newspapers could be the beginning of the recognition process for new English terms which will enrich the Spanish language.

As a final study, we can mention '*Los Anglicismos en la Prensa Escrita Contarricense*', carried out by Alberto Delgado Alvarez (2005) from Universidad de Costa Rica. The analyzed newspaper was 'La Nación' in segments like: National, Internacional, Viva Magazine, Sports, Opinion, and Economy. Several important conclusions were achieved through this research.

Initially, the technological appearance, sports, and general information have introduced a great amount of hard-translating anglo-saxon terms in Spanish.

After that, 'Spanglish' is present in cultures and communities permanently; therefore, it affects language in a notorious manner. Most people have taken and incorporated these words as a part of a natural process in an age with continuous changes in technology, society, economy, and culture.

The last point is the risk that exists in the mixture of lexis. It could cause the loss of national identity since new generations will not differentiate the mother tongue from the borrowed terms.

DESCRIPTION, ANALYSIS, AND INTERPRETATION OF RESULTS

In order to develop the analysis of results, we are going to take into consideration the linguistic, comparative, and sociological aspects.

The linguistic analysis will include the description of aspects such as the morphology, syntax, semantics and etymology of anglicisms. The comparative one, on the other hand, will have to do with the analysis of the most frequent words found in the research. Finally, the sociological analysis, including information provided by newspapers readers, journalists and linguists will explain why the process of introduction of anglicisms occurs, as well as, its causes and consequences.

Linguistic Analysis

This part of the research deals with the analysis of the anglicisms found in the different subvariables, which we have worked with.

As previously mentioned, this linguistic study includes a description of each term in the following aspects: etymology, semantics, syntax, and morphology; these branches of linguistics were broadly explained in the Theoretical Background. However, it is necessary to state that etymology is the field of linguistics that studies the origin of words and their evolution in structure.

At the end of the analysis of each term, we, as researchers, will offer our personal contribution mentioning the possible reasons why

anglicisms are shown in the newspapers used as the sample of this study.

Gigabyte

This compound word is formed by two terms *giga* and *byte*. At first, the expression *giga* comes from the Greek '*gigas*' which means giant; therefore, this term will not be analyzed in this work. On the other hand, the term '*byte*', originated around 1982, is probably an alteration of the word '*bite*'. This last term comes from Middle English and the RAE dictionary includes this expression in its vocabulary list.

According to the syntactic function, *byte* is a noun and makes reference to a unit of measuring computer information, and it is the smallest element to store data on a computer memory. Therefore, in the phrase “Tendrá solo un **gigabyte** de almacenamiento” taken from the Ecuadorian written media, it means the capacity of computer memory. It functions as noun as it does in English.

As mentioned above, the RAE dictionary includes *byte* in its vocabulary without making any changes in morphology. In other words, the structure of this word has not undergone any alteration.

However, the entry *gigabyte* is not part of this list of words and does not have any Spanish equivalents. We believe that, as a technological term being constantly used in Spanish, it might be included sooner or later in the RAE lexicon, enriching our language.

Wireless

The word *wireless* is not in the RAE dictionary. *Wireless* is a term created in 1894. It functions as noun in the English language and means electromagnetic waves transmitted by certain electronic devices such as a radio, a cell phone, or the internet. It can also work as adjective and even as adverb if the suffix 'ly' is added to the root *wireless*, as in *wirelessly*.

Nonetheless, this term is a compound word that comes from the terms *wire* and *less*. *Wire* comes from Middle English and functions as a noun, verb, or adjective if the suffix 'like' is added to the root. In the same way, the term *less* comes from Middle English functioning as adjective, noun, and adverb.

In relation to the function of this compound word within the context where it was found, “Galapagos, primera zona **wireless** libre en Ecuador”, it works as an adjective and means lacking wires when referring to the use of internet. Therefore, this anglicism has the same meaning in both languages.

Moreover, the Spanish term which replaces this anglicism is *inalámbrico*. Thus, the use of this English term is unnecessary. As a result of the technological development, languages adopt English terms which sometimes become language vices. However, these kinds of borrowed words are frequently employed not only due to the fashionable way to speak, but also due to the efficient way to convey the message in a single word.

Software

The Merriam Webster dictionary mentions that this compound word is originated around 1958. It is necessary to clarify that this expression is composed by two Middle English terms *soft* and *ware*. Individually, neither of these terms has been included in the RAE lexis. Nevertheless, *software*, the compound word, has been added to the group of borrowed terms in Spanish.

Dealing with the syntactic function, *software* is considered a noun. Analyzing the Spanish context where it is used “Los mecanismos de **software** de Google cuestan a las empresas \$50 al año”. We can see that software is used as a noun in Spanish as well as in English. In both cases, this noun refers to the group of programs that a computer uses in order to perform a task.

Finally, *software* has not changed its form when the RAE introduced it in our mother tongue, and it keeps its original spelling.

Without any Spanish term to replace this technological word, we believe it enriches our language. One of the reasons to introduce these terms in our lexicon is that technology is mostly developed in foreign countries where English is the predominant language.

Showroom

The word *showroom*, according to the RAE, is not an accepted term in its lexicon. It appears in English around 1616. In spite of the fact that *showroom* has its own meaning, it is a compound word coming from the terms *show* and *room*.

The word *show* is accepted by the RAE in the 22nd edition. This word comes from Middle English functioning as a verb, but it can also function as an adverb if the suffix 'able' is added to the root *show* as in *show-able*. Meanwhile, *room* comes from Middle English and it has the function of a noun, but it also works as an adjective when 'ed' is added to the root *room*, *room-ed*. On the contrary, *room* is not an accepted term by the RAE.

On the other hand, the compound term in English performs as noun which refers to a room where goods are exhibited. The context in which the word was found is, “El **showroom** se complementó con tres conferencias técnicas”. In the above phrase, *showroom* is functioning as noun and its meaning is the place where merchandise is displayed. As we can see, both languages coincide in meaning.

This term is a barbarism since there is an equivalent in Spanish. For instance, '*sala de exhibiciones*' could easily replace this anglicism. It is important to mention that *showroom* does not suffer any morphological changes when using it in Spanish.

We think that the use of this term is very frequent among the written media to draw the attention of shoppers in commercial events or in advertisements.

Web

This term, originated in Middle English before the 12th century, has been taken into account to form part of the RAE list of expressions.

When we focus on the English syntactic domain, we find that *web* functions as a noun, a verb, and also as an adjective if the suffix 'bed' or 'like' is attached to the root.

According to the semantic domain, the noun *web* possesses several definitions. One of them is closely related to the expression World Wide Web. It refers to accessible information located on computers connected through the internet. In the Spanish written media where this statement was found, “miles de mensajes que inundaron la página **web** oficial de la artista”, it is functioning as a noun. As there is no expression in Spanish to replace this anglicism, its entry has been taken from English.

Sometimes, people use *red*, in Spanish, instead of *web* in phrases like '*buscar la información en la red*', but this term is not an exact translation of this anglicism. The term *web* seems to include more specific information; for this reason, we consider this borrowing as necessary in our language.

Fashion Week

Our written media frequently employs some phrases such as *Fashion Week* as a combination of two English words in our language. By this reason, each component of this expression will be analyzed individually.

To begin, the words *fashion* and *week* come from Middle English. They have not been accepted by the RAE; neither as a simple word nor as a compound expression.

Then, the term *fashion* is considered as a noun, a verb, and an adjective by the English dictionary. *Fashion*, working as noun, means “a distinctive or peculiar and often habitual manner or way” or “a prevailing custom, usage, or style.” Another definition is a piece of clothing for men or women.

Next, the term *week* works just as a noun and refers to “the series of 7-day cycle used in calendars beginning on Sunday and ending on Saturday”.

In the national newspaper, the statement “Yanbal **Fashion** Week 2009” makes reference to a very important event related to fashion and modeling with the purpose to show the latest trends. In other words, it is a show lasting seven days where models exhibit clothes and jewelry made by professional designers.

Therefore, this two-word phrase also works as a noun in our sample. However, this compound expression is regarded a barbarism since, in Spanish, we can designate this event as '*la semana de la moda*' or '*desfile de modas*'. The richness of the Spanish language allows us nominating these kinds of events in different ways without using anglicisms.

Finally, as this event is imported, we have also taken its English term without going through any variation. Its written form conserves the original spelling.

Sticker

Although the term *sticker* was not accepted by the RAE, its use is very frequent in the Spanish language to refer to an adhesive with a message that can be stuck in a place where readers can have access to the information. The word *sticker* appeared around 15th century, according to the Merriam-Webster dictionary. However, *sticker* comes from *stick* which is originated from the Middle English expression, 'stik'. This root is neither accepted by the RAE.

According to the syntactic function, it works as a noun and a verb. In addition, it could function as an adjective if the suffix 'like' is attached to the root 'stick' as in *sticklike*.

The semantic functions of this word are various; it refers to a thin branch broken from a tree, a piece of wood used for fuel, among others. This anglicism appeared in the following phrase: “...de mensajes negativos que asustan, mal dirigidos, como el de los **stickers** con lemas que ahondan la realidad que vivimos”.

The person who wrote this article was talking about certain adhesives with slogans that politicians use unsuccessfully to fight against crime. The function of the term *stickers* in this phrase is a noun, and it means something with adhesive, or something that sticks.

As stickers were invented abroad, this term became popular among Spanish speakers once they came to our market. However, the Spanish word '*adhesivo*' can effortlessly replace the mentioned

anglicism. Therefore, this barbarism is not necessary in this context. *Sticker* has not changed its spelling when used in Spanish.

Playboy

At the beginning of this analysis, it is very important to mention that this term is formed by two Middle English words which are the following: *play* and *boy*. Besides, none of these terms form part of the RAE vocabulary.

Playboy, as a compound term, has its origin around 1907, and refers to type of male person who looks for pleasure. Another meaning is given by the Merriam Webster Dictionary, “A man who lives a life devoted chiefly to the pursuit of pleasure.” As seen, *playboy* functions as a noun in the English context.

In fact, this expression is very familiar in the Ecuadorian media. The national newspaper *El Universo* uses this expression as follows: “Legendario **playboy** amante de las fiestas.” Within this context, *playboy* functions as a noun and, semantically speaking, it shows the same meaning as in English. It is mostly used to refer to a man who likes to enjoy life by having parties and many girls. As a conclusion, its meaning is the same in both instances and maintains the identical English spelling.

The Spanish equivalent for this barbarism could be '*casanova*' or '*donjuan*' which refers to a man who is famous for his love adventures. The use of this term has become more popular due to the influence of written media and television.

Click

The term *click* does exist in the dictionary of the RAE, but it appears with a modification in writing by deleting the letter 'k' from the original word. According to the Merriam Webster dictionary, this word etymologically derives from the imitation of a sound, and its origin belongs to 1581. Moreover, considering the fact that this expression does not have any translation in Spanish, the RAE has adopted this anglicism.

In English, this entry has different functions. First, it is used as a verb and a noun; it also functions as an adjective if the suffix 'able' is added to the root *click* as *clickable*. The connotation of this word in English is very broad. It can be used for selecting an icon on a computer screen by pressing a button. In addition, it is often used with a preposition such as *click on*.

Analyzing the phrase "...pero cuando se hace el **click** fluye todo más fácil", it is found that *click* functions as a noun. In this context, this expression refers to a sound made by a photographic camera when the photographer presses the camera shutter to take a picture. Spanish also uses this word to refer to the action of pressing and releasing a button on a computer mouse. Besides, it is used to reproduce certain sounds such as the one caused by squeezing the trigger of a gun, pressing a switch or one of the buttons of a computer mouse.

In spite of the fact that this term has been accepted by the RAE, the terms '*presionar el botón*' and the technical word '*obturar*' could substitute this anglicism. However, we think that *click* shows an easier and more comprehensible meaning, and at the same time, it enriches our language.

The term *click* has suffered a change in its morphology when the word was adopted by the Spanish language. *Click* appears in the dictionary of the RAE as *Clic*, but it is important to mention that most Ecuadorian journalists employ the English spelling.

Laptop

This term is another example of a compound word. Its components *lap* and *top* come from Middle English. Conversely, *laptop*, as a compound word, originated around 1984. Neither *lap* nor *top* belong to the RAE Dictionary.

In relation to the syntactical analysis, the word *lap* functions as a verb and noun and may show several meanings such as to fall over or around something, or an overlapping part of something, among others. In addition, *top* plays the function of noun, verb, and adjective which refers to the highest point, level or part of something and as a verb it has the meaning of to cover with a top.

The compound word *laptop* functions as an adjective and a noun in English. One of the Ecuadorian newspapers mentioned the following statement: “puedes ganar una **laptop**.” In this Spanish example, *laptop* is used as a noun, too.

Referring to the semantic function, the English meaning for this term is a portable personal microcomputer; likewise, Spanish takes this expression to refer to a personal computer which is a conventional electronic appliance. Ecuadorians have satisfactorily adopted this term into their daily lexicon in spite of the fact that this term is a barbarism. Terms such as '*portátil*', '*ordenador personal*' or '*computadora personal*' can replace this anglicism. Consequently, we consider it unnecessary in our language.

Along with the morphology of the word, it has not experienced any change on its form while it was employed in the written media.

Mall

The term *mall* is not in the dictionary of the RAE. However, its use has become frequent in Spanish since it is replacing the Spanish entry '*centro comercial*'. The expression *mall* is originated in 1644 as the short form of pall-mall, a game practiced in the 17th century in which players used a mallet to hit a wooden ball.

The word *mall* functions as a noun in English. Some of its meanings include a large indoor shopping complex, a shady avenue, a pedestrian shopping area, a strip of land between roadways, and a pall-mall alley. In the researched written media, the term *mall* was found in the following phrase: "En el centro de convenciones del **mall** del Río se realizará feria gastronómica". The function of the word *mall* in the preceding sentence is a noun and means '*centro commercial*'. As seen, no morphological changes affect this expression.

As mentioned above, this anglicism refers to a large indoor shopping complex containing stores, restaurants, and other businesses and facilities. This word appeared with these huge shopping places and was imported to our country with the same idea.

In fact, there is a difference between mall and shopping center. The second one is used specifically to refer to a car parking surrounded by stores and restaurants; therefore, we consider that the word mall should be included in the RAE lexicon, enriching our language.

Baby shower

Baby shower is a two-word phrase whose elements have roots in Middle English. However, it is very important to emphasize that the whole phrase has its origin in 1902.

To begin, the analysis of this compound phrase will be done separately. First, *baby* plays different functions such as a noun, verb, and adjective. As a noun, it represents an extremely young child, young animal, or the youngest of a group. Second, the expression *shower* can function as a verb and a noun. It indicates a rainfall of short duration, and as a verb, it means giving in abundance.

Conversely as a compound expression, this term functions as a noun. In English, this phrase is used to mention a party which is organized for a pregnant woman by her friends where people bring gifts for the baby to be born. In the same way, *baby shower* is a usual expression functioning as a noun in Spanish. This statement is

illustrated in the following example: “Homenajearon a Fernanda Alvarez con **baby shower**.”

As seen, this noun phrase shares the same meaning in both languages. The frequency of use of anglicisms, like this one, is high due to traditions and celebrations imported to our country such as Halloween, Thanksgiving, and Santa Claus for Christmas time.

The RAE dictionary has not adapted this term in its lexicon but we should mention that we do not have an equivalent in Spanish to designate this event. For this reason, we believe this expression is necessary and could increase our lexicon.

Changes in the morphology of the word have not occurred. The phrase is literally taken from the English to be used in the Spanish context.

Late Show

This is another example of an English compound expression which is used in our written media. The analysis of these two terms will be developed first individually and then collectively.

To begin with *show*, it is originated in Middle English '*shewen*,' and the RAE accepted this term due to the high frequency of usage in Spanish. Its functions are verb, noun, and adjective. Among several definitions, when it functions as a noun, means a demonstrative display, public exhibition, or a demonstration. In the same way, *late* also originated in Middle English, but unlike *show*, is not part of the RAE lexicon. It can be an adjective, an adverb, and a noun.

As a compound phrase, it is believed to be a derivation from the expression *late night television* which refers to the block of television programming usually airing after 11:30pm to 2:00am.

The English phrase *late show* is used as a noun in order to make reference to a kind of adult public presentation shown usually late at night. The Spanish written media cited the following statement: “cuando acabó su **late show**, Ramones inició la grabación.” This expression illustrates the same meaning and function as in English. In this context, *late show* is used to refer to the exhibition that the artist had performed that night during an adult schedule.

After the analysis of this phrase, we have concluded that both terms could be effortlessly replaced by '*espectáculo nocturno*' and '*show nocturno*' since show is a RAE entry. Therefore, this phrase is considered a barbarism when used in Spanish.

Also, it is important to mention that in spite of the fact that *show* is actually included in the RAE lexicon, as a compound expression it remains being a barbarism.

According to its morphology, there are no variations in structure or spelling that could affect these terms.

Record

The expression *record* comes from Middle English about the 14th century. This expression is registered in the RAE lexicon with some changes from the originally written English. It could be said

that this anglicism is well accepted by the RAE with a little variation in spelling. While in English the word was originally written '*record*', in Spanish it has an accent in the vowel e (é). As a result, '*récord*' is the way in which this anglicism is written in Spanish.

In English, this term is a noun, which shows several definitions. Among them, it means something that represents the greatest attainment so far, specifically in sports. As a verb, it refers to the following meanings: to set down in writing, to give evidence of, to cause a sound, visual images, or data, and to record something. Besides, this word could be verb and adjective if the suffix 'able' is added to the root *record* as in *recordable*.

The Spanish statement in which the word record was found is “En espera de alcanzar un nuevo **récord** en Londres”. Within this statement, this term functions as a noun indicating the best result in sport competitions.

Récord is not a barbarism since it is accepted by the RAE; conversely, it could be substituted by '*marca*' or '*resultado*' when referring to sports. This is one of the English words which have enriched our language.

Chance

A term which has been already recognized by the RAE is *chance*. According to this dictionary, its origin corresponds to the French language; however the Merriam Webster dictionary cites that this word comes from Middle English.

Considering the English semantic function, this term indicates the opportunity or the possibility that something happens. Regarding syntactics, the grammatical function of *chance* is a noun or verb. If this word is analyzed focusing in our sample, it functions as a noun, too. In the following statement, “Colombia también se está jugando una **chance**, va a ser complicado”, this meaning also matches with the English definition. In this case, *chance* refers to the possibility of Colombia to get a place in the championship.

Chance has no variations in its morphology; in other words, it is employed in Spanish by keeping the English original word structure. However, the word *chance* has an equivalent term in Spanish which is '*oportunidad*'. In spite of this fact, we believe this term has enriched our language.

Fair Play

The compound phrase *fair play* is not in the RAE dictionary. Both words have been looked up separately, but they do appear in the RAE neither as single words nor as compound terms. The English dictionary cited the phrase *fair play*, and its origin corresponds to 1595, meaning equitable or impartial treatment.

When each word was analyzed individually, it was found that *fair* comes from Middle English, functioning as an adjective, a noun, an adverb, and even as a verb. In the same way, *play* comes from Middle English and functions as a noun, a verb and also as an adjective.

In Spanish, this term was found in the following phrase: “Hablamos de **fair play**, de juego limpio.....” It was located in the sports section and refers to impartiality or justice. As we can see, this term does not experience any change in its spelling when written in the Spanish media.

This phrase functions as a noun, but the expression '*juego limpio*' clearly could supersede this anglicism. Therefore, this phrase is unnecessary as it does not form part of the Spanish lexicon, and it becomes part of the language vices, considered as a barbarism.

Basically, this term refers mostly to sports where organizations such as FIFA are concerned about sport behavior in order to give a high-quality spectacle to the public. By this way, this expression has become very popular around the world and so has in our country.

Nylon

This term is regarded as a coined word which emerged because of the necessity to give a name to a new invention, such as this one, a new tough synthetic fiber. This anglicism appeared around 1938 and nowadays it is included in the RAE vocabulary.

Considering the English syntactic function, this word is a noun or an adjective which characterizes a certain kind of material used in the elaboration of textiles and plastic. This use is illustrated in the following statement: “Dos maletas de **nylon** fueron las protagonistas”. Similarly, *nylon* functions as an adjective and shows the same

meaning in order to remark the kind of fabric that the bags are made of.

In spite of its approval in the RAE list of terms, its morphology has been altered. Consequently, *nylon* has been modified and become '*nailon*' in Spanish; that is, the English pronunciation was the basis for the Spanish structure. For this reason, it is necessary to mention that '*nailon*' could be used within this Spanish context, but the written media has employed the original English spelling.

Finally, we think that this term is very useful since there is no translation, thus it definitively increases our language.

OK

The term *OK*, according to the English dictionary, is the abbreviation of 'oll korrekt' being an alteration of 'all correct'. In addition this term is dated from 1839.

OK is not a registered word in the RAE dictionary even though its use is very common in daily conversations, still in newspapers as we will see next.

The use of this word amongst English speakers is very common. Its functions are verb, noun, adverb, and adjective. It is mostly employed as a verb to assert or agree with somebody or something. As an adverb, it refers to being well; as an adjective, it means good or satisfactory, and it indicates approval as a noun.

If we analyze the following sentence: "yendo por distintos lares en busca de delincuentes ante el **OK** de la gente salieron los

militares,” we find that *OK* is functioning as noun in the above utterance and explains that there is an agreement to an action that will be accomplished by the military forces.

The word *OK* maintains its spelling invariably. It is used very commonly between English and Spanish speakers despite the fact that Spanish has its own term to express this action. For instance, phrases like '*el visto bueno de la gente*' and '*la aprobación de la gente*' are good options to avoid using this barbarism within this specific context.

We believe that there are some factors that have influenced the use of this term. For example, migration and the easy way to approve something make *OK* a very useful term. Another factor is tourism which allows the overuse of this word due to the high influence of American visitors in our country; even though we consider the written media should avoid its use.

Play

This term is originated in Middle English before the 12th century, and it is not accepted as part of the RAE vocabulary.

When this term is syntactically analyzed, it is found that its principal function is as a noun. Also, it is employed as a verb and as an adjective. Among various definitions as a noun, *play* is considered a synonym of game or sport. Regarding the verb function, *play* shows several definitions as to use an instrument, to be part of a game and

to reproduce recorded music for listening, or be reproduced for listening.

The tabloid media has written “ponle **play** a tu diversion.” This expression is part of an advertisement which invites people to a famous annual festival called *Feria de Durán*. In this example, this word does not function as a noun but instead it functions as a verb next to the Spanish word '*ponle*'. Subsequently, this two-word expression '*ponle play*' serves in Spanish to indicate an action meaning to turn on, to activate, or to start something.

Finally, we consider the use of this anglicism as unnecessary due to the existence of expressions as '*enciende tu diversión*' or '*prende tu diversión*' which could replace this borrowing. Therefore, it is considered a barbarism, and we think that this word is used in advertisements in order to call the attention of the readers.

According to the morphological analysis, this anglicism has not experienced any variations in its structure while using it in the Spanish context.

Stripper

The expression *stripper* does not come into view in the RAE dictionary; therefore, it is not accepted in its lexicon. It appears around the year 1581. Additionally, the mentioned term comes from *trip*, an expression that appeared in Middle English.

The function of this term is “verb”, but it also works as a noun and an adjective. This last one occurs when the suffix 'able' is

attached to the root *strip* as in *stripable*. According to the semantic analysis, this term has several meanings. For example, when used as a verb, it means removing clothing, and as a noun, it means furniture, equipment or accessories.

Within the statement, “Los **strippers** las colocan en una silla y se entregan literalmente a las manos juguetonas de sus fans”, the function of this word is “noun” which is necessary since there is not a specific word in Spanish to be used in this context.

Stripper refers to a person who does striptease or who is a striptease artist. More specifically, a *stripper* is a professional erotic dancer. It had its origin between 1960s and 1970s in foreign cultures as the Canadian and the British; then it was introduced to the American culture.

By this way, it was also brought to the rest of cultures, including ours, and when this word was imported, it did not experience any change in its spelling.

Look

This word has its roots in Middle English and it is very important to state that it forms part of the RAE vocabulary list.

Look functions mainly as a verb in English and shows various meanings. For instance, one of them is the action to make sure that something is done. Noun is another function of this word. For example, it describes an attractive physical appearance, a new look in some fashion, or the form in which something appears.

The statement taken from the variable says “con su **look** de cowboy metalero, de negro y sombrero vaquero inició su gira” indicates that *look* functions as a noun. In this case, the mentioned term refers to the physical appearance of somebody; a definition which coincides with the one cited by the RAE dictionary. As it is seen, the original structure is kept when it takes place in the Spanish context.

Despite the fact that this word is a RAE entry, we consider the use of this anglicism as unnecessary since several words exist in order to state the same meaning. For example, '*apariencia*', '*estilo*', '*imagen*', and '*moda*' are good options to replace this anglicism. One of the reasons for the frequent use of this term could be the strong influence of fashion in our culture.

Showball

The term *showball* will be divided in *show* and *ball*, and each word will be analyzed independently in view of the fact that there is no meaning given to the compound word in English.

Show is a term that is recognized and accepted by the RAE. On the other hand, the term *ball* is not recognized as part of this dictionary. *Show* and *ball* are terms that come from Middle English.

The first expression, *show*, functions as a noun, verb, and adjective. *Show*, as a verb, means to offer for sale, to present a spectacle, or to permit to be seen. When it functions as a noun, it refers to an exhibition, exposition, or demonstration. It also works as

an adjective when the suffix 'able' is added to the word *show* as in *showable*.

On the other hand, *ball* works as a noun and verb. Among the most employed definitions, it can be a spherical body used in a game, or a round mass made from different objects.

According to the written media, the compound word *showbol* was found in the following phrase: “La fiesta del **showbol** es hoy, en el coliseo Voltaire Paladines Polo”. The function of this term is “noun” within this statement, and it is used to refer to a soccer game.

In fact, *showball* is a new sport which is similar to soccer but with fewer players in each team. The field is also smaller, and it is practiced among Brazilians and Ecuadorians, as well.

This sport is originated in Canada, Germany and the United States. It became popular in Latin America under the influence of Diego Maradona, Ivan Zamorano, Mancuso, and Rivelino. For this reason, we believe that this term has gain popularity in our country.

This anglicism is unnecessary since '*fútbol de salón*' or '*fútbol sala*' could be used instead of the misspelled barbarism '*showbol*'.

Finally, when analyzing the morphological aspect of this term, we found that it has suffered spelling changes, *showbol* instead of the English term *showball*.

Sweat test

The English expression *sweat test* as a compound expression was created around 1978 and the dictionaries do explain its

definition which will be analyzed further on. However, each word individually comes from Middle English. Just one component of this expression, the word *test*, has been introduced into the RAE vocabulary.

When the grammatical function is analyzed, *sweat* is used as a verb and a noun. The most common definition of *sweat* is the process of dehydration through the skin glands. Furthermore, *test* plays the function of noun, verb, and adjective. Among several noun definitions, critical examination, observation, or evaluation are the most frequent ones.

Nevertheless, *sweat test* functions as a noun within this Spanish context. For instance, a *sweat test* represents an examination carried out in a person with the purpose of measuring the sodium chloride contained in the human sweat.

Regarding the statement taken from El Extra, “Gatorade la bebida más estudiada por la ciencia, presentó su campaña '**sweat test** o prueba de sudoración'”, it shows the same meaning as the English Dictionary. It is also important to state that in the above phrase, the newspaper has written the equivalent next to the mentioned expression. Consequently, the phrase '*sweat test*' is unnecessary since we can use '*prueba de sudoración*' in Spanish. However, it is relevant to point out that the quality of communication improves when we write the Spanish equivalent next to the English terms.

According to its morphology, the anglicism *test* has been adopted in the RAE lexicon maintaining its original English form.

Set

The term *set* is accepted in the RAE lexicon as a result of the different uses that the Spanish language has attributed to this term. First, it refers to the collection of things that share the same purpose. Another designation is used to name a part of the tennis match, and the last one is concerned to the theatrical scenery in a play or movie.

This word emerged from Middle English specifically from *setten* before the 12th century. It functions as a verb with a very broad use in the English language. The most frequent uses given to this word as verb are the following: to cause, to sit, to put eggs into an incubator for hatching, to place oneself in position, and to start running in a race. Also, it functions as noun and adjective. The connotation of this noun is the condition of solidity, posture, fit of clothes, part of a tennis match, and others.

In order to analyze the word *set* in the paragraph in which it was found, the whole expression is written here: “El cotejo duró tres horas y veinte minutos; y se jugó en tres emocionantes **sets**”. This word is used as a noun within this context, and its meaning contains the same information as English. As it was mentioned above, *set* refers to a phase of a tennis game which is very necessary because Spanish does not have an accurate expression to replace this

anglicism. Consequently, we consider that such anglicism enriches our lexicon.

The expression *set* did not experience any morphological change when it plays a role in the Spanish language.

Opening

This English expression has its roots in the word *open* which originated in Middle English. Additionally, the RAE has added the word *open* to its dictionary.

Therefore, the root *open* will be analyzed first. The RAE dictionary defines *open* as an adjective, noun, and verb. As the last one, it means giving access to a place and becoming accessible to the public.

The variation *opening* is also a noun which holds various definitions. One of them states the first public performance of a play or an exhibition. In the context, “Moda Milenium y **opening** de filial”, this noun connotes the act of presenting something new in an official event.

This term is not indispensable due to the several terms that Spanish could use instead of this barbarism; thus '*apertura*', '*inauguración*', among others could replace it.

Opening is mostly used with commercial purposes. Nowadays, presenting new products or services demand new forms to impact public making advertisements more attractive. For this reason, publishers employ English terms in their texts.

Game

The word *game* is not accepted by the RAE up to now, but it is frequently used in Spanish within sports, specifically in tennis in order to mention the number of points required to win. This term comes from Middle English, before the 12th century.

The term *game* has the function of noun in English, but it also functions as verb or even as adjective. It is commonly used to state a play, a sport, or fun. In the phrase “La doble sanción implicó la pérdida del **game**”, the term *game* is used as a noun which means the sport phase where a certain number of points are required to win.

It is not a useful expression when mentioned in this specific context. Therefore, it is an unnecessary anglicism which becomes a barbarism. Within this example, '*juego*' could replace this word.

As an international game, tennis has its own terminology, and this fact introduces foreign terms in Spanish such as '*match*', '*set*', '*out*' or '*net*'. To end, it is important to mention that the term *game* did not experience any change in its spelling.

Full

The term *full* is not accepted by the RAE. Regardless its common use, especially in the ads section of Ecuadorian newspapers, this word has maintained invariably. *Full* comes from Middle English, before the 12th century.

The grammatical function that *full* accomplishes in English is very diverse; it can work as an adjective, adverb, noun, and even still

as a verb. As a noun, it means the inclusion or presence of everything that is wanted or required by something or that can be held, contained, or attained by it.

The anglicism *full* is the most significant among the researched anglicisms. It was observed in the following Spanish phrase “Hoy es tu día por eso te dedicamos ocho páginas a **full** color”. The word *full* is functioning as an adjective here, and it is indicating that eight pages of the newspaper will be printed totally in color.

The term on analysis is frequently found in Ecuadorian newspapers mostly in the ads section. It is used to indicate that something is complete or replete or to mention that there is no more room or place in a particular space.

Another statement was found in the advertisement section, “autos **full** equipo.” It refers to loaded cars; in other words, supplied with many luxurious extras.

To sum up, both languages use this term in a similar way. On the other hand, Spanish does not need this word since its lexicon shows several equivalents like '*completo*', '*repleto*' or '*lleno*' and in the first example, '*a todo color*'.

We think that, as this term is not part of the Spanish lexicon, it remains as a barbarism. Its introduction to Spanish occurred due to the fact that *full* holds a wide range of meanings which are easy to understand in a single word.

It is important to mention that this anglicism is mostly used in the advertisement section by the consumers. In other words, the journalists are more conscious of the correct use of the language. As a final point, this expression did not suffer any morphological changes when used in Ecuadorian newspapers.

Hall

The word *hall* appeared in Middle English according to the Merriam Webster dictionary. This term comes from *halle'*, and it is actually accepted by the RAE dictionary due to its frequent usage amongst Spanish speakers.

Concerning the English function and meaning, *hall* is used as a noun, and it has with several definitions. One of them is related to the doorway room that some buildings have.

A careful examination of the following Spanish statement, “Casa bonita por estrenar, 4 dormitorios, **hall** y jardín”, reveals that *hall* also plays the function of a noun. It refers, as well as the English dictionary, to a certain part of the house also called the lobby or vestibule. In Spanish, this part of the house is also called the '*vestibulo*' or '*pasillo*'.

In spite of the existence of these equivalents, we think that this anglicism enriches our language. Besides, its structure is not altered when this English word was brought into Spanish.

Sunroof

This is a compound word assembled by combining two English terms 'sun' and 'roof'. Both terms come from Middle English and the first one is originated from the word 'sunne'.

In order to develop this analysis, both terms will be described separately. First, *sun* functions as a noun and verb. Its meaning as noun makes reference to the celestial body around which planets revolve. Then, the term *roof* plays the function of verb, adjective, and noun. As the last function, its definition refers to the cover on a building, the highest point, or an upper limit as the ceiling of a house.

As a compound word, *sunroof* originated around 1952 and is employed as a noun to describe the panel in an automobile roof that allows the entrance of light and air.

Concerning the Spanish context, “Vendo jeep San Young modelo Rexton 2007, automático, color plata, **sunroof**, vidrios eléctricos, etc”, this anglicism has the function of noun, too. As is illustrated here, it shares the meaning with the English definition given to the compound word.

Since there is a possible Spanish word to be employed in the place of *sunroof*, it turns into a barbarism. The equivalents are '*techo corredizo*' or '*quemacocos*'. The last term is used in Honduras and Mexico.

We think that the use of this term in the Ecuadorian written media, specifically in the advertisement section, calls the attention of car buyers by using a term which is trendy. Also, there are a high number of immigrants who brought this term as a result of learning a second language.

Finally, morphological changes have not affected the spelling or structure of this barbarism.

Football

This compound word functions as noun and is accepted by the RAE. It appeared on 15th Century and refers to a ball game played by two teams of eleven players each practiced in North America.

Football is the result of the combination of two English words, *foot* and *ball*. Foot comes from Middle English, *foet*. Its meaning is the terminal part of the vertebrate leg upon which an individual stands. It functions as a noun. Ball also comes from Middle English, *bal*. Its main function is noun, as well. It has two English meanings: first of all, it is a spherical body used to play a game. Secondly, it is used figuratively in phrases like *the ball is in your court* to indicate who has the responsibility or opportunity for further action.

The use of this anglicism is very frequent within Ecuadorian newspapers in the Sports section; in fact, the phrase “y estaría reincorporando la comisión de **fútbol** para el 2010” uses this anglicism.

As it was mentioned before, this term was accepted by the RAE; thus, it is considered necessary even though it has a Spanish equivalent, '*balonpié*'. It is important to emphasize that its equivalent *balonpié* is hardly ever used to name this game among Ecuadorians. In consequence, this anglicism definitively has enriched our language.

The spelling of this word has suffered changes according to its pronunciation, and it has acquired an accent on the vowel u (ú).

We believe that the word *fútbol* became part of the Spanish lexicon as a result of its popularity around the Spanish speaking countries, even though soccer is the name given by English speakers to make a difference between the one which is played in North America.

Comparative Analysis

This comparative analysis will be developed in three parts. At first, each of the following subvariables: News, Ads, Social Pages, Sports, and Reports will be compared according to the frequency and percentage of their anglicisms but taking into account each variable individually. In addition, some possible causes to the obtained results will be discussed after each analysis. Second, the same kind of study will be elaborated by contrasting the variables, National Newspaper "El Universo", Local Newspaper "El Mercurio", and Tabloid "El Extra". Finally, the last section will be related to the highest and lowest frequency of the use of each anglicism.

Subvariable Analysis

To start with the first part of this comparative analysis, it is important to mention that the total amount of anglicisms was 676, and the variable National Newspaper “El Universo” shows 439 anglicisms, being the highest in this group.

Firstly, it has been observed that more than half of the mentioned anglicisms correspond to the “Ads” section. It occurs in 50.15%, at a rate of 339 words.

Secondly, the “News” section is the next most important subvariable, resulting in a frequency of 44 words that represents 6.51% of the total.

Thirdly, the “Reports” section has displayed 33 anglicisms which correspond to the 4.88% in the sample. Then, an amount of 16 words which are equal to 2.37% belong to the Sports Section. Finally, it should be noted that Social Pages is the last subvariable with only 5 anglicisms representing 0.74%.

As mentioned above, the “Ads” section includes the highest number of anglicisms. This phenomenon has occurred due to the excessive use of the term ‘full’ in order to call the readers’ attention mostly to sell vehicles. It refers to automobiles which are loaded with luxurious components such as airbags, power windows, power lock, and so on.

Another strong reason is the significant number of pages devoted to advertisement. Besides, this term is employed in lower

proportions to advertise other issues like departments, furnished houses, house' security, among others.

In contrast, Social Pages employs the lowest number of anglicisms due to the modest space that this newspaper dedicates to this section. In addition, only a few people have the economic resources to afford this kind of service.

The quantity of 160 expressions was found in the variable Local Newspaper "El Mercurio". Among them, 109 words form part of the "Ads" section. It means more than a half of the total; specifically, the 16.12%.

Then, the Sports subvariable includes 23 words representing 3.40%. After that, the "News" section covers 2.07% from a total of 14 anglicisms. Meanwhile, the next segment corresponds to Social Pages with 11 words giving, as a result, a percentage of 1.63.

Finally, the minor percentage of anglicisms was established in the Reports section. It has generated a total of 3 words indicating 0.44%.

Additionally, the Adds Section in "El Mercurio" is in the first place of this analysis. The term "full" is broadly employed among people from Cuenca, where this newspaper is written.

The use of this term is very frequent among car dealers as well as common people. Another possible motivation to this fact is that this type of add is affordable to every user.

On the contrary, “Reports” has only three repetitions since the journalists are not probably interested in the employment of borrowed terms from English on their articles.

By the side of the Tabloid “El Extra”, other results that the investigation has shown are 79 anglicisms. The Ads Section from this newspaper contains the highest number of words. This amount represents the 6.66% with 45 anglicisms.

Moreover, a lower percentage of anglicisms, 2.07% is in the Social Pages. The frequency is 14 in this section.

The next studied subvariable is “Sports”. It shows 8 anglicisms representing a 1.18%. Next, it has been observed that Reports has 7 words ranking as 1.04%. As a final point, News occupies the last place in this variable with only 5 words which means 0.74%.

Furthermore, the term “full” has been labeled as the most repeated in the Ads Section. This result is the product of replacing the Spanish word ‘completo’ or ‘lleno’ instead of ‘full’. This anglicism is employed to simplify all the features that a luxurious car possesses when selling a car is the main concern.

In a different way, the News Section has been the lowest rated in this variable. Among the possible causes for this outcome is the lower number of pages that this newspaper has; the fewer articles are written by using borrowed words.

In addition, “El Extra” employs numerous pictures to give the readers the message instead of using words; therefore, the possibility of applying anglicisms is minor.

Variable Analysis

The second part of this analysis refers to the results obtained in the three variables. First of all, the News Subvariable shows the following results: “El Universo” 44, “El Mercurio” 14, and “El Extra” 5 giving a total of 63 anglicisms.

As seen, the national newspaper has the largest part from this sample because of several reasons. One of them is the biggest size of the newspaper among the ones that were analyzed. Another explanation to this fact could be the idiosyncrasy that some reporters from the Coastal Region of Ecuador have to employ borrowed terms from other languages like English.

In contrast, “El Extra” has shown the lowest use of anglicisms for some reasons. The high use of informal slang could be one of the main causes. In other words, this newspaper does not employ English terms, but it overuses jargon. For instance, it was written ‘*tiene diez corvinas*’ which means ‘he has ten *victims*’. In spite of that, this newspaper is distributed around the whole country although it does not have a great number of pages.

Second, this paragraph will develop the information taken from the Ads Subvariable. In the first place, there is “El Universo” with 339 anglicisms. Then, “El Mercurio” shows 109 terms followed by “El

Extra” with a total of 45 words, within the Ads subvariable there were found 493 English terms.

As observed, not only the high but also the low results have taken place thanks to the size of the analyzed newspapers. It is important to mention that the Advertisement Section in all the newspapers represents the highest number of anglicisms between the subvariables by reason of the frequent application of the term ‘full’.

In third place, the Social Pages shows 30 anglicisms. It has been detected that “El Extra” has 14 words displaying the record number of English terms, being the opposite of “El Universo” that just shows 5 anglicisms. El Mercurio has 11 English terms within this subvariable.

The first mentioned newspaper is well accepted by the readers for promoting social advertisements. This detail allows a large number of pages dedicated to this section. On the contrary, “El Universo” employs just a half page to publish social events.

Then, it is also interesting to observe that “El Mercurio”, in the Sports Section, is at the top preceded by “El Universo” and “El Extra”. A total of 23 words have been found in the local newspaper, 16 in the national, and 8 in the tabloid, being a total of 47 words.

The reason given to these findings, in El Mercurio, is the big number of articles dedicated to new sports which need specialized vocabulary. For instance, ‘bad boy dirty game’, ‘street ball’, ‘senior varsity’, ‘young riders’, among others are frequently employed in this

section. Some of them do have translation; however, its use makes easier to assign these activities.

Conversely, “El Extra” does not give as much sports information as the other ones do. The only sport commented into these media is soccer since it is the most popular among Ecuadorian readers.

To conclude this segment, the reports section will be compared. Once again, “El Universo” is at the top showing 33 anglicisms, and “El Mercurio” is at the bottom with 3 terms. The tabloid “El Extra” shows a total of 7 words in this section. The total of anglicisms found is 43 terms.

As a cause, the fact of being the largest sample leads the national newspaper to employ the highest number of anglicisms in its pages. Despite this information, “El Mercurio” is not the smallest newspaper from the sample; it has only 3 terms. A possible reason is that the journalists from Azuay are more conscious about the unnecessary use of these terms.

Anglicism Analysis

During this analysis, the anglicisms with the higher and lower frequency will be compared as follows.

First and foremost, the term *‘full’* is one of the most frequent anglicisms found in this sample and has been repeated 433 times.

Then, *‘web’* has been employed 16 times, *‘call center’* 15, *‘engagement’* 12, *‘internet’* 10, *‘downhill’* 7, and *‘stand’* 5 times. It is

important to state that along this research, it has been found a large number of words with only 4, 3 and 2 repetitions, among them are 'baby shower', 'gigabyte', and 'click', respectively.

Finally, there is a considerable quantity of terms which were found in the sample just one time. For instance 'black out', 'dumping', 'senior varsity', 'welcome baby party', 'gadget', 'intercooler', 'ID tags', to mention a few have been taken with the purpose of illustrating this large group of words.

Going back to the reasons already given to the relevance of the term 'full' in vehicle and house advertisements, it seems to be due to the greatest ease of expressing all the car or house features in one single word. When mentioning security and public services, this term means all the benefits inclusive. The connotation of this anglicism is completely rooted in the Ecuadorian newspapers and readers.

The next words from the list cited above have presented a significant use due to the influence of technology in the Spanish language. Nowadays, this specialized vocabulary increases its incidence among school, business, and every instance of modern life. In contrast, the least used anglicisms are little known by most journalists and readers.

Besides, phrases like 'welcome baby party' are closely linked to people who have resided in an English speaking country. Moreover, the terms 'gadget' and 'Xmas clown' were employed to attract the attention of the readers; however, they are not common to them.

Sociological Analysis

The introductory part of this sociological analysis will be based on different opinions given by the interviewed participants in our research.

This analysis will take into account the acceptance or rejection to the use of anglicisms, an analysis on the impact of the use of anglicisms in our cultural identity, and some considerations regarding the positive or negative effects in language, as well as, the influence on text comprehension. Finally, this study will also include our point of view in relation to the findings.

According to the acceptance and rejection of anglicisms, different opinions have been given. To begin, some anglicisms are already integrated in the Spanish lexicon, reason why they are unnoticed. As new generations are mostly involved in learning English, as a result of migration, technology, bilingual education, or communication, these factors lead Ecuadorians to a broad approval of some anglicisms.

We agree with these facts since some aspects like globalization, and the already mentioned migration, technology, communication, and the universal prestige of English have influenced negatively our cultural identity. As a consequence, our society has developed a social complex. It is seen that a great amount of American traditions and costumes have been brought to our country along with these anglicisms.

Conversely, some other terms are not accepted due to the existence of a wide range of synonyms in Spanish that could replace them; consequently, these foreign terms can be considered barbarisms because their use is not necessary.

We have detected that there are some levels of acceptance. Technological, scientific and technical terms in medicine, art or business have been widely accepted by readers. Nevertheless, all the words which have Spanish equivalents are not approved by most of our interviewees.

Regarding the impact on our culture identity, the Latin culture shows a remarked acceptance of English terms due to the irrational universal prestige of this tongue. Moreover, the cultural complex and the submission to this language make us more dependable to the foreign customs and traditions, as was mentioned before.

On the contrary, cultural identity is positively influenced since science and technology are more developed in English spoken countries; therefore, their findings are traded all over the world, exporting knowledge, technology, products and words. By this way, our culture is enriched.

Commenting on the positive or negative effects in language, the interviewees agreed that the language is not endangered since all languages, through history, have borrowed foreign terms. A language is enriched when new terms like 'software' are introduced until an equivalent is adopted.

Another position mentions that not the language but the users are enriched mostly because they become universal since the knowledge of other languages connects people from different cultures around the world.

In our point of view, while it may be true or not, language impoverishes when, having the Spanish word, a foreign term is used. As the written media educates readers indirectly, the preservation of the language must be essential. It should be considered as an obligation, writing the meaning next to the anglicism in order to instruct readers.

Most of the journalists take care of the correct use of the language in order to avoid deteriorating it, excepting when these terms do not have equivalents. In the meantime, the language declines when it is managed by writers with poor knowledge of this subject.

Concerning text comprehension, some English voices are unnoticed as a result of their widespread use and their inclusion in Spanish.

Also, the easy understanding of these foreign terms can benefit the language. Alongside, there is not comprehension interference since some factors as migration, globalization and internet are familiar to most Ecuadorian people.

Opposing these details, the journalist mentioned that the sector of population which is not involved with English does not understand

the text and just does not read it. Furthermore, some expressions cause interference and do not transmit a clear message to the reader.

We also agree that there is a small area of our society that is not educated to understand these types of words, creating intolerance to the use of them.

To sum up, we would like to comment that foreign terms have been introduced in our language, throughout the history, without causing any prejudice; hence, there is not language deterioration. Besides, foreign terms do enrich the language when they do not have Spanish equivalents.

Conclusions

After finishing this research project, we have arrived to the following conclusions.

- This research demonstrates that there are Spanish phrases containing anglicisms in Ecuadorian newspapers but they are not frequent.
- Some of the social factors for language change in our country are migration, technology, communication, globalization, bilingual education and lack of cultural identity.
- The national newspaper 'El Universo' has the highest number of anglicisms with a total of 437 terms representing 64.65%. Its large advertisement section shows a big amount of these terms.
- The local newspaper, 'El Mercurio', has shown 160 anglicisms representing 23.66% since the term 'full' is the most commonly used in the advertisement section.
- 'El Extra', as a tabloid newspaper, represents 11.69% with 79 English terms. It shows the lowest frequency. This result is because this newspaper is the smallest of the sample, and it uses jargon instead of anglicisms.
- The term 'full' is the most used anglicism in Ecuadorian newspapers, having 439 repetitions corresponding to the 64.05%. The advertisement is the most influenced section by anglicisms since common people use this service without paying attention to the correct use of the language.

- Within the 30 most relevant anglicisms, we found that these terms come mostly from Middle English.
- Considering the syntactic-semantic aspect, the majority of the analyzed anglicisms show the same function and meaning in English, as well as, Spanish. These anglicisms are introduced literally in our language.
- The segment in which anglicisms are mostly employed is the advertisement section. It shows a percentage of 72.93 with a total of 493 anglicisms because the term “full” has become very popular among people who sell cars through these pages.
- The sociological analysis shows that anglicisms are accepted by readers when there are not available Spanish equivalences, and when they are properly used in the context.

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ANNEXES

Questionnaires

Linguist

1. Breve autobiografía del entrevistado
2. ¿Podría definir lo que son los Anglicismos?
3. ¿Qué periódicos acostumbra leer y con qué frecuencia?
4. ¿Hay algún periódico en particular en el cual el uso de anglicismos es más frecuente?
5. ¿Cuando Ud. encuentra anglicismos en un periódico, se siente cómodo, le disgusta, o pasa por alto su uso?
6. ¿El uso de anglicismos en los periódicos es reciente o se han manifestado a través de los tiempos?
7. ¿El uso de anglicismos en los periódicos le parece aceptable o entorpece la lectura y comprensión a los lectores?
8. ¿Beneficia o perjudica el uso de anglicismos a la lengua española?
9. ¿Porqué razones cree Ud. que la RAE ha aceptado muchos anglicismos en su lexis?
10. ¿Eso necesario o innecesario el uso de palabras prestadas del Inglés al Español, cuando tenemos el equivalente en Español?
11. ¿Podría tener este uso algún impacto en la sociedad en relación a nuestra identidad cultural?
12. ¿A qué se debe el incremento del uso de anglicismos en periódicos, o a que se debe que este sea más frecuente en la

actualidad?

13. ¿Finalmente, cuál sería su recomendación sobre el uso de anglicismos a los medios escritos?

Journalist

1. Corta presentación personal
2. ¿Qué podría decir sobre el uso de palabras inglesas en los periódicos ecuatorianos?
3. ¿Como periodista ha usado en algún momento éstas palabras en reportajes u otros escritos en periódicos?
4. ¿Cree Ud. que estas palabras inglesas pueden producir interferencia en la comprensión de la lectura?
5. ¿Cuál es su percepción acerca de la aceptación que tienen estos anglicismos en los lectores de periódicos ecuatorianos?
6. ¿Piensa Ud. que es necesario el uso de palabras prestadas del inglés al español cuando tenemos las nuestras propias?
7. ¿Cuál cree Ud. que es el factor por el cual se incrementa el uso de anglicismos en medios escritos?
8. ¿Personalmente cree Ud. que benefician o perjudican a la lengua castellana el uso de anglicismos. Podrá causar algún impacto social en relación a la identidad cultural de nuestros pueblos?

9. En su criterio el uso de anglicismos estará ligado directamente a la evolución de la sociedad (medios de comunicación, globalización, tecnología, etc.)
10. ¿Cuál es su recomendación a los periódicos sobre el uso de palabras inglesas?

Regular readers

1. Nombre y profesión
2. ¿Cuántos días a la semana lee los periódicos?
3. ¿Qué periódicos son de su preferencia?
4. ¿Ha encontrado palabras inglesas reemplazando a las castellanas en alguno de estos periódicos? ¿En qué secciones?
5. ¿Cuál es su apreciación sobre estos términos (anglicismos) interfieren en la comprensión, son de su agrado, o le es indiferente su uso durante la lectura?
6. ¿Considera Ud. necesario el uso de palabras inglesas en nuestros periódicos si tenemos palabras en español que pueden cumplir con este trabajo?
7. ¿Cree Ud. que enriquece o deteriora, al lenguaje castellano, este uso de palabras inglesas en periódicos?
8. ¿El uso de estos términos ingleses es grande o no tiene mucha influencia en el lenguaje español?

9. ¿En su criterio, el uso de palabras inglesas en periódicos ecuatorianos podría causar algún impacto social en relación a nuestra identidad cultural?
10. ¿Cuál es su recomendación a los periódicos sobre el uso de estos términos?