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MENCION INGLES

**THEME:** 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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Mgs. Paúl González Torres

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: September 16, 2010

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TANIA ISABEL LUCERO CASTRO

## **DEDICATION:**

*This thesis is dedicated to my parents: to my father Victor, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother Francisca, who taught me that even the largest task can be accomplished if it is done one step at a time.*

*Thank you for offering counsel and unconditional support at each turn of the road. You have given me so much, thanks for your faith in me, and for teaching me that I should never surrender.*

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## **ABSTRACT**

The theme of this research is “A descriptive analysis of anglicisms used in Ecuadorian newspapers:” national, local and tabloid newspapers. This study was carried out in the city of Macas, province of Morona Santiago in Ecuador.

The aim of the present paper is to become aware of the language change in the usage of anglicisms in newspapers, identify the social factors that influence the usage of English in our country, and become conscious of the unnecessary use of expressions borrowed from foreign languages.

The sample used for this research consisted of three Ecuadorian newspapers: the national “El Comercio,” the local “La Randimpa” and the tabloid “Extra.” The national and tabloid newspapers are published daily, and their influence on the reader is great, while the local newspaper is published weekly due to small audiences.

The methods used were the Analytic, Descriptive and Bibliographic Method. Through the use of descriptive, linguistic and social analysis of written language in Ecuadorian newspapers where we focused on lexical terms regarded as anglicisms, and the way they are used in newspapers.

According to the results obtained, the newspaper with the most frequency and highest percentage in the use of anglicisms is the national newspaper “El Comercio,” and the sections most employed to this aim are ads and social pages, this is because the writers emphasize cohesiveness within a group which creates fashion trends



in society whose ads at large share a rather brief popularity, show that they are more in vogue, and sometimes have a strong visual impact with the purpose of attracting the attention of the readers.

In conclusion, 718 anglicisms were found in the three Ecuadorians newspapers. *Full, web, overlock, penthouse, Internet, club* were the anglicisms with the highest percentage of use. The influence of English into Spanish affects all the levels of the system: orthographic, lexical, semantic, syntactic and morphological. In addition, the incorporation of so many anglicisms may implies two attitudes. The first attitude is one of acceptance because the Ecuadorian people consider English as the global language in which they communicate and as a more sophisticated and fashionable language than Spanish. The second attitude is one of rejection because they feel that anglicisms produce misunderstandings, and confusion due to the incomplete acquisition and incorrect usage of the linguistics norms.

To finish, the study of the English words are taken into Spanish, and the origin of their meanings represent a fertile and unexplored field. The history of terms and their meanings reflect faithfully the history of the people who have created, accepted, modeled and rejected them, and this research creates an incentive to study in that fascinating part of Linguistic.

## INTRODUCTION

The research concerns with a descriptive analysis of anglicisms used in Ecuadorian newspapers. As such a pervasive phenomenon, the study of anglicisms in Spanish has given rise to a number of studies due to the fact that many of the Hispanics accepting the anglicisms have an inadequate academic foundation in their own Spanish mother tongue, especially in its written form. When anglicisms have been included in the Spanish language system either as general words or as terms in specific contexts, they pose problems for translation.

Fischer & Pułaczewska (2008) declare that the increasing international influence of English has been welcomed by many, but criticized by others. While some appreciate its political, economic and cultural advantages, others are sensitive to a possible threat to different languages and cultures. The fact that anglicisms facilitate and enrich communication cannot be denied.

In order to avoid the negative connotations of English borrowings, anglicisms should function as a means of communication and not of identification.

As Pratt (1980) demonstrates in his pioneering study, the influence of English on contemporary Spanish affects all the levels of the system: orthographic, lexical, semantic, syntactic, and morphological. However, it is probably at the level of lexis that this influence is the greatest and most noticeable. According to Rodríguez and Lillo (1997) more and more English loanwords enter Spanish

every day; some of them in their native form, the so-called 'patent' anglicisms such as *airbag*, *byte*, and *lifting*.

This research is important because it provides us with information about the way English is influencing our native language in terms of anglicisms. Furthermore, it allows us to get linguistic and social data in order to identify and analyze the anglicisms currently used in the Ecuadorian national, local and tabloid newspapers.

Obtaining my Bachelor's Diploma in EFL Teaching is the main motivation to carry out this research. Another stimulus is that a study of the usage of anglicisms in Ecuadorian newspapers has not been done in our country yet; therefore, through this investigation English speakers could go in a better insight on the written language that Ecuadorians use.

In order to carry out the present research, scientific methodology was applied. The methods used were the bibliographic method for gathering the scientific material necessary for the theoretical frame, the analytic and descriptive methods with the aim of doing the descriptive and statistical analysis; and the interpretation of the data gathered through the field research.

For this important research, different techniques were employed; for example, the selection of written material, note-taking to collect bibliographic information from books and the Internet, interviews with a linguist, a journalist and five newspaper readers. Similarly, the instruments were based on direct observation forms, bibliographic cards, survey forms and charts.

Finally, it is essential to evaluate the goals proposed at the beginning of the research and the level of the specific goals obtained.

“To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers.” The first goal proposed was achieved completely; through the analysis and reading of twenty-one Ecuadorian newspapers: “El Comercio” corresponding to the national newspapers; “La Randimpa” to local newspapers and “Extra” to tabloid newspapers; in addition, throughout the use of interviews which were transcribed and analyzed.

“To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.” This goal was also achieved completely; because it was possible to obtain twenty-one Ecuadorian newspapers: “El Comercio” corresponding to the national newspapers; “La Randimpa” to local newspapers and “Extra” to tabloid newspapers. The most frequent anglicisms that the Ecuadorian newspapers had used were *Full, Web, Overlock, Penthouse, Internet and Club*; and the anglicisms used less frequent are *Link, Rating, Mail, Spam, Nature*, and *Big brother* among others.

“To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic – semantic and morphological aspects.” This goal was ninety percent accomplished because in the Merriam-Webster English-English dictionary there is not origins of some anglicisms found in the newspapers.

“To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.” This goal was achieved completely; because through a quantitative and qualitative analysis, it was possible to determine that the sections mostly used are generally ads and social pages.

“To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.” This last goal proposed was accomplished completely; through the use of criteria from the people interviewed such as frequent readers, a linguist, a journalist and the opinion of the author; their opinions were transcribed and analyzed.

## **METHODOLOGY**

In order to carry out the present research, the steps were as follows:

First, through the bibliographic method based on books, didactic guides, magazines and web sites, the scientific material necessary for the theoretical frame concerned with the theme of study was gathered. The content for the theoretical background was organized in a sequential manner, and the topics proposed were the following: Language, Linguistics, Branches of Linguistics, Morphological procedures, Historical Linguistics, Language change, Language Vice, Neologisms, Barbarisms, Foreign Language Interference, Newspaper, Tabloid and Previous studies.

Second, during the process of Field Research, it was necessary to select the three newspapers names, a national newspaper “El Comercio,” a local newspaper “La Randimpa” and a tabloid newspaper “Extra.” In addition, each of these newspapers was gathered for one week, throughout seven days. In total, 21 newspapers were collected. The research was carried out in the city of Macas, Morona Santiago Province, in the eastern side of Ecuador. Macas is known as the “Emerald of the East.” The city has a population of 14,054 inhabitants. In recent years, Macas has also developed a small tourism industry based around jungle trekking, trips to indigenous communities, and extreme sports like rafting. The surrounding virgin area has also been well protected from the major petroleum companies that have tried to drill in the nearby jungle by the Ecuadorian Indians Shuar and Achuar, who live in Macas.

In turn, all the sections of the newspapers were read and the anglicisms found were highlighted. Then the information was tabulated in the charts provided by the didactic guides, which contains the examples, number that words were repeated, title of the article and date. This activity was accomplished through the classification of the subvariables: News, Ads, Reports, Social pages and Sports.

At the same time, a linguist, a journalist and five regular readers were interviewed about their opinion on the use of anglicisms in newspapers.

Next, in the section of "RESULTS," all the anglicisms found through the field research were gathered, organized, tabulated and classified according to the variables and subvariables proposed at the beginning of the research. Results were obtained throughout the qualitative and quantitative tabulations to accomplish the frequency and percentage of the anglicisms mostly used in Ecuadorian newspapers. Then, based on the statistical data, and the theoretical background objectives obtained, the description, analysis and interpretation of results were carried out. In this section a linguistic comparative and sociological analysis was included.

In the linguistic analysis three important aspects have been considered: etymological, syntactic-semantic and morphological analysis. Besides this, a comparative analysis of the three variables and their subvariables was performed by indicating the anglicisms that have been used with the greatest and less frequency. Finally, for

the sociological analysis both the criteria from the people interviewed and the opinion of the author were considered.

The Analytic and Descriptive methods were applied in all other stages of the execution of this research in order to perform the descriptive and statistical analysis, and the interpretation of the data gathered through the field research. Furthermore, the other techniques employed were: the selection of written material, and note-taking to collect bibliographic information and interviews. Finally, direct observation forms, bibliographic cards, survey forms and charts were the instruments used in the field research.

Through all this analysis we could come to the conclusion that 718 anglicisms were found in the three Ecuadorians newspapers: 497 in the national newspaper “El Comercio,” representing 69%; 23 anglicisms were recognized in the local newspaper “La Randimpa” corresponding to 3% and 198 anglicisms were identified in the tabloid “Extra” equivalent to 28%. *Full, web, overlock, penthouse, Internet, club* were the anglicisms with the highest percentage rate.



## RESULTS

The research on a descriptive analysis of anglicisms used in Ecuadorian newspapers has been carried out in the city of Macas, located in the province of Morona Santiago in Ecuador.

Three sorts of newspapers were selected: a national newspaper “El Comercio,” a local newspaper “La Randimpa” and a tabloid “Extra.” Each of these newspapers was gathered for one week, throughout seven days. In total, 21 newspapers were collected. The newspapers were collected from October 19 to November 25, 2009.

The following charts show the results of the anglicisms used in Ecuadorian newspapers.

### QUALITATIVE TABULATION

Chart One

Variable: National Newspaper “El Comercio”

Subvariable: News

Anglicisms	Examples	Number that words were repeated	Title of the article	Date
Reality show	Era un truco publicitario para promover un <b>reality show</b> .	3	El caso del niño del globo fue una farsa.	October 19, 2009
Express	El propósito es conseguir más resultados efectivos en el secuestro <b>express</b> .	1	Gobierno crea unidad para indagar delitos.	October 20, 2009
	Ecuador entero está con un alto índice de el secuestro	1	Delincuencia aumenta.	October 20, 2009

	<b>express.</b>			
	El grupo La muñeca presenta su obra Secuestro <b>express.</b>	2	Secuestro Express llega al teatro Sucre	October 22, 2009
Spot	Los productores bananeros venden su fruta al mejor postor (mercado <b>spot</b> ).	1	La comercialización del banano ecuatoriano.	October 20, 2009
	La campaña de comunicación se pauto en cuñas y <b>spots</b> .	1	Invermun contrato a Creacional: Fabricio.	October 24, 2009
Web	Formulario de inscripción completado en la página <b>web</b> .	2	CNE	October 21, 2009
	Usa la misma lógica de "computación en nube" que subyace en aplicaciones de la <b>web</b> .	1	Con una nueva tecnología, Disney busca redefinir la compra de películas	October 21, 2009
	La ausencia de regulaciones ha permitido que 110 páginas <b>web</b> difundan la línea política del oficialismo.	1	Regulación de medios públicos	October 24, 2009
	En el portal <b>web</b> existe un link sobre un programa.	2	Punto de enlace	October 24, 2009
Marketing	Empresa de <b>marketing</b> y comunicaciones informo.	1	What's News.	October 21, 2009
Stock	Si bien los <b>stocks</b> de crudo aumentaron.	1	El precio del crudo sigue aumentando.	October 22, 2009
Set	Una lucha intensiva en el <b>set</b> de ECUAVISIA.	1	Un libro de Carlos Vera acerca de Carlos Vera	October 22, 2009
Rating	El libro no sólo tiene textos, gráficos de <b>rating</b> de sus programas.	1	Un libro de Carlos Vera acerca de Carlos Vera	October 22, 2009
Link	En el portal web existe un <b>link</b> sobre un programa.	1	Punto de enlace	October 24, 2009

Kit	Entrego 53 <b>kits</b> escolares para los alumnos.	2	El cabilgo entrego 53 kits escolares.	October 22, 2009
	Estas células son transferidas a un <b>kit</b> y enviadas a un laboratorio.	1	La sangre menstrual tiene células madre.	October 25, 2009
Hacker	El <b>hacker</b> , el texto cambio de textos de varias denuncias que realizo contra el gobierno.	1	Andrés Páez ubico un hacker de la asamblea	October 25, 2009
	Una persona que alardea de ser <b>hacker</b> .	1	El registro del usuario es básico	October 25, 2009
Mail	Lo cual impide la identificación de quienes envían <b>mails</b> ofensivos.	1	El cibercafé favorece el anonimato	October 25, 2009
Cookies	Se desplazarán algunas opciones, entre ellas eliminar <b>'cookies'</b> (un archivo de texto).	1	La feria comp. Exhibe nuevos artilujos	October 25, 2009
Spam	Gracias a esa medida es posible analizar otros tipos de delitos como envío indiscriminado de <b>spam</b> .	1	El registro del usuario es básico	October 25, 2009
Internet	Pueden acceder a las actualizaciones a través de <b>internet</b> .	1	Windows 7 incluye 6 versiones	October 25, 2009
	Con la información entregada por varios proveedores de acceso a <b>Internet</b> determinaron su origen.	2	El cibercafé favorece el anonimato	October 25, 2009

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Chart Two

Variable: National Newspaper “El Comercio”

Subvariable: Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Lunch	Busco jóvenes ambos sexos suelo de \$280, <b>lunch</b> diario	2	Jobs and services	October 19, 2009
Express	Secuestro <b>express</b> .	1	TV programs and cinema	October 19, 2009
	Secuestro <b>express</b> .	1	TV programs and cinema	October 20, 2009
	Secuestro <b>express</b> .	1	TV programs and cinema	October 21, 2009
	Secuestro <b>express</b> .	1	TV programs and cinema	October 22, 2009
	Secuestro <b>express</b> .	1	TV programs and cinema	October 23, 2009
	Hoy y mañana la obra secuestro <b>express</b> .	1	TV programs and cinema	October 23, 2009
	Secuestro <b>express</b> .	1	TV programs and cinema	October 24, 2009
Full	Estrene dos dormitorios, <b>full</b> acabados.	2	Real state	October 19, 2009
	Mitsubishi montero sport <b>full</b> equipo.	4	Automobile	October 19, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	2	Educational services	October 20, 2009
	Tiida versiones <b>full</b> equipo.	27	Automobile	October 20, 2009
	Dormitorios amplios, <b>full</b> amoblado.	1	Real state	October 20, 2009
	Aveo 2006, coreano <b>full</b> equipo.	24	Automobile	October 21, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	2	Educational services	October 21, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	2	Educational services	October 21, 2009

	Suite <b>full</b> amoblada.	1	Real state	October 22, 2009
	Daewoo matriz 2001 <b>full</b> extras.	33	Automobile	October 22, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	3	Educational services	October 22, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	1	Educational services	October 23, 2009
	Hyundai <b>full</b> equipo.	23	Automobile	October 23, 2009
	Televisiones <b>full</b> , solo la mejor.	2	Products	October 23, 2009
	Departamento <b>full</b> , piscina.	1	Real state	October 24, 2009
	Aveo GT5 <b>full</b> equipo.	35	Automobile	October 24, 2009
	Televisiones <b>full</b> , solo la mejor.	2	Products	October 24, 2009
	Departamento, dos dormitorios un estudio <b>full</b> amoblado.	4	Real state	October 25, 2009
	Elaboración de artes en blanco y negro, <b>full</b> color.	1	Educational services	October 25, 2009
	Vendo flamante Optra 2006 <b>full</b> equipo.	49	Automobile	October 25, 2009
Overlock	Costureras a máquina recta <b>overlock</b> .	8	Jobs and services	October 19, 2009
	Costureras para recubridora, <b>overlock</b> .	1	Jobs and services	October 20, 2009
	Vendo recta <b>overlock</b> , sin uso.	1	Products	October 21, 2009
	Costureras para recubridora, <b>overlock</b> .	1	Jobs and services	October 21, 2009
	Vendo máquinas <b>overlock</b> recta.	2	Products	October 23, 2009
	Máquinas <b>overlock</b> recta, nuevo.	2	Products	October 24, 2009
	Costureras con experiencia en	12	Jobs and services	October 25,

	<b>overlock.</b>			2009
	Vendo máquinas industriales, <b>overlock</b> recta.	2	Products	October 25, 2009
Dry foam	Lavado alfombras muebles método <b>Dry foam.</b>	1	Jobs and services	October 19, 2009
	Lavado alfombras, muebles método <b>Dry foam.</b>	1	Jobs and services	October 20, 2009
	Lavado alfombras muebles método <b>Dry foam.</b>	1	Jobs and services	October 21, 2009
Club	Urbanización <b>club</b> los Chillos.	1	Real state	October 19, 2009
	Departamentos vista privilegiada, <b>club</b> privada.	1	Real state	October 20, 2009
	Conjunto cerrado casa, <b>club</b> , gimnasio.	1	Real state	October 24, 2009
	Condado, alquilo amplia casa, cerca <b>club.</b>	1	Real state	October 24, 2009
Penthouse	Confortable <b>penthouse.</b>	4	Real state	October 19, 2009
	<b>Penthouse</b> amplio, de estreno.	5	Real state	October 20, 2009
	De Oportunidad, hermosa oficina <b>penthouse.</b>	6	Real state	October 21, 2009
	<b>Penthouse</b> lujoso impresionante vista.	2	Real state	October 22, 2009
	Espectacular vista, precioso <b>penthouse.</b>	2	Real state	October 24, 2009
	Estrene <b>penthouse,</b> 4 dormitorios.	9	Real state	October 25, 2009
Show	Compre hoy y anticipese al auto <b>show.</b>	1	Automobile	October 19, 2009
	Te esperamos	1	Markets	October 21,

	con <b>shows</b> y regalos.			2009
	Compre hoy y anticipese al auto <b>show</b> .	1	Automobile	October 22, 2009
	La banda Muertitos abrirá el <b>show</b> .	1	TV programs and cinema	October 23, 2009
	Compre hoy y anticipese al auto <b>show</b> .	1	Automobile	October 25, 2009
	En Cali se realiza el gran Expo <b>show</b> .	2	Markets	October 25, 2009
Squash	Departamentos, <b>squash</b> gas y agua centralizada.	1	Real state	October 20, 2009
	Departamentos, <b>squash</b> gas y agua centralizada.	1	Real state	October 21, 2009
	Departamentos, <b>squash</b> gas y agua centralizada.	1	Real state	October 24, 2009
Suit	<b>Suit</b> nueva en el centro.	1	Real state	October 20, 2009
	Rento <b>suit</b> confortable.	1	Real state	October 21, 2009
	Alquilo <b>suit</b> totalmente amoblada.	2	Real state	October 23, 2009
	Vendo <b>suit</b> .	2	Real state	October 24, 2009
	Vendo <b>suit</b> .	2	Real state	October 25, 2009
Disc-jockey	Solicitud <b>Disc-jockey</b> , sonidista.	1	Jobs and services	October 21, 2009
Nature	Piso flotante <b>nature</b> .	1	Real state	October 21, 2009
Stock	Hasta agotar <b>stock</b> .	2	Products	October 21, 2009
	Hasta agotar <b>stock</b> .	1	Products	October 25, 2009
Set	Te regalan un <b>set</b> de cocina.	2	Products	October 22, 2009
Contact center	Llama a nuestros <b>contact center</b> 2677888.	1	Educational services	October 22, 2009
Internet	<b>Internet</b> fácil precio de oferta.	1	Products	October 22, 2009
	Barato <b>Internet</b> cafetería.	6	Real state	October 25, 2009

Holding	El <b>holding</b> colombiano-brasileño sumará una compañía más a su equipo.	3	Courses	October 24, 2009
Internet	Realice sus compras por <b>Internet</b> .	1	Market	October 24, 2009
Night club	Busco socio rentable <b>night club</b> .	1	Beauty services	October 24, 2009
	Busco socio rentable <b>night club</b> .	1	Beauty services	October 25, 2009
Web	Este trámite es gratuito y se le puede hacer por la página <b>web</b> .	1	Products	October 24, 2009
	Descargar la página <b>web</b> .	1	Educational services	October 25, 2009
Tip	<b>Tips</b> caseros.	1	Medical services	October 25, 2009
Light	Parilla <b>Light</b> y vegetariana.	1	Food services and social events	October 25, 2009
Marketing	Empresa requiere asistente de <b>marketing</b> .	2	Jobs and services	October 25, 2009

Author: Tania Lucero

Chart Three

Variable: National Newspaper “El Comercio”

Subvariable: Social pages

Anglicisms	Examples	Number that words were repeated	Title of the article	Date
	web	5	web	October 19, 2009
	La página <b>web</b> de la asamblea Nacional contiene información.	4	Punto de enlace	October 19, 2009
	web	5	web	October 20, 2009
	Ben co-creador de la página <b>web</b> que investiga lo que	2	Los estudios de cine se abren al mundo.	October 20, 2009



Web	se dice.				
	web	4	web	October 21, 2009	
	En la <b>web</b> también hay información sobre los procesos de investigación.	3	Punto de enlace	October 21, 2009	
	web	7	web	October 22, 2009	
	Ayúdanos desde tu <b>web</b> .	2	Punto de enlace	October 22, 2009	
	web	5	web	October 23, 2009	
	En esta <b>web</b> hallará una guía completa como afrontar el virus AH1N1.	8	Punto de enlace	October 23, 2009	
	web	5	web	October 24, 2009	
	Ingrese a la <b>web</b> y lea los testimonios de víctimas.	2	web	October 24, 2009	
	Enlanzamiento de la nueva página <b>web</b> de la institución.	3	Punto de enlace	October 24, 2009	
	web	4	web	October 25, 2009	
	Esta es la página <b>web</b> del Ministerio de turismo donde se publica sobre el trabajo.	9	Punto de enlace	October 25, 2009	
	Blog	Lea historias que fueron noticia en el <b>blog</b> .	1	Lea historias que fueron noticia en el blog	October 19, 2009
		El <b>blog</b> , herramienta de generaciones nuevas, es ahora un dolor de cabeza.	4	La osadía de una mujer	October 19, 2009
Recomiendo leer el <b>blog</b> de Yoani Sánchez.		1	La bloguera Yoani Sánchez	October 22, 2009	
Stock	Hasta agotar <b>stock</b> .	1	10 claves para mi negocio	October 19, 2009	
	Lo que no esté en <b>stock</b> habrá que adaptarlo.	1	'Mete uña'	October 21, 2009	
	Hasta agotar	2	10 claves para	October 25,	

	<b>stock.</b>		mi negocio	2009
Marketing	Domine el <b>marketing</b> para alcanzar el éxito.	1	10 claves para mi negocio	October 19, 2009
	Domine el <b>marketing</b> para alcanzar el éxito.	1	10 claves para mi negocio	October 20, 2009
	Domine el <b>marketing</b> para alcanzar el éxito.	1	10 claves para mi negocio	October 21, 2009
	Domine el <b>marketing</b> para alcanzar el éxito.	1	10 claves para mi negocio	October 23, 2009
	Domine el <b>marketing</b> para alcanzar el éxito.	1	10 claves para mi negocio	October 24, 2009
	Domine el <b>marketing</b> para alcanzar el éxito.	2	10 claves para mi negocio	October 25, 2009
Internet	Signo de los tiempos este episodio: la juventud armada de recursos como <b>Internet.</b>	1	La osadía de una mujer	October 19, 2009
	Comentarios en <b>Internet</b> son analizados.	1	Los estudios en cine se abren al mundo	October 20, 2009
	El viernes un grupo de seguidores lanzaron una protesta en <b>Internet.</b>	1	La cinta 'This is it' llega el martes al país	October 25, 2009
Boy scout	Correa, el tiempo es su peor enemigo dedíquese a gobernar y no a ser un <b>boy scout.</b>	1	Una graduada de la católica	October 20, 2009
Top	Estos son los cinco temas en el <b>top 5.</b>	2	El top 5	October 20, 2009
Box spring	Algunos colchones tienden a resbalarse del <b>box spring.</b>	2	Colchones resbaladizos	October 20, 2009
Flash	Tres <b>flashes</b> a	1	Flashes	October 20,

	continuación.			2009
Show	El <b>show</b> se ofreció en el centro cultural Libertador.	2	Una velada de humor, música y anécdotas	October 20, 2009
	Al terminar la gran danza de los trompos ponía en punto final al <b>show</b> .	1	De juegos y sueños cautiva los niños	October 25, 2009
Performance	Sudáfrica no fabrica piezas de repuesto afectando <b>performance</b> y seguridad de vuelo.	1	'Mete uña'	October 21, 2009
	Chonlango, Su actuación fue parte de una <b>performance</b> con la que mostro su inconformidad por el rechazo.	1	A. Cholango protestó	October 24, 2009
Big brother	Ya mismo el equipo de comunicación del <b>big brother</b> hace un video para cantarle a Rafael.	1	Su majestad se refugia en su Palacio de Invernum	October 23, 2009
Club	Ya no puedes darle la sorpresa que le dabas en el <b>club</b> .	3	La promotora es ángel tras el artista	October 25, 2009
Light	En resumen, el uno es pelucón <b>light</b> o un poquito curuchupa.	1	Correas y Vera	October 25, 2009
Fan	Los <b>fans</b> se mantienen fieles a los ídolos.	1	Los fans se mantienen fieles a los ídolos	October 25, 2009
	Presidió el club de <b>fans</b> de Fausto Miño.	1	La promotora es el ángel tras el artista	October 25, 2009
	Respetaron su decisión y ahora dicen ser sus <b>fans</b> número uno.	1	Nicole Mackliff le da frescura al sonido pop de guayaquil	October 25, 2009

Author: Tania Lucero

Chart Four

Variable: National Newspaper “El Comercio”

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Boom	El <b>boom</b> camarero que se vivía en el norte se conjugó con el apogeo turístico.	1	La prensa denunció el lado oscuro de la obra en Los Perales.	October 19, 2009
	Habrá un nuevo <b>boom</b> del consumo importado.	1	Estímulo a qué?	October 25, 2009
Fair play	En el nombre del deporte y del llamado <b>fair play</b> FIFA jamás tuvo remilgos en hacer negocios.	1	Uf! Qué alivio	October 20, 2009
Flash	A través de un <b>flash</b> informativo me enteré del feriado bancario.	1	Durante la crisis los medios me abrieron los ojos.	October 22, 2009

Author: Tania Lucero

Chart Five

Variable: National Newspaper “El Comercio”

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Ranking	La australiana es décimo quinta del <b>ranking</b> mundial.	1	Stosur ganó su primer título de su carrera.	October 19, 2009
	De acuerdo al <b>ranking</b>	1	El racquetbol se foguea en	October 22, 2009

	mundial Sotomayor se ubica en la sexta casilla.		EEUU. Para ir a Bolivia.	
Play off	En el actual <b>play off</b> se ha mostrado contundente disparando jonrones oportunos.	2	El momento de Alex Rodríguez.	October 20, 2009
Flow	Alex Rodríguez esta en un estado <b>flow</b> .	1	El momento de Alex Rodríguez.	October 20, 2009
Background	El <b>background</b> de un técnico moderno es amplio.	1	El conocimiento local, clave para escoger DT.	October 22, 2009
Club	Admitió que existe la opción que jugadores dejen el <b>club</b> .	4	La nueva directiva del Nacional decidirá la continuidad del DT Asad.	October 22, 2009
	Aún no firmaba el contrato con el <b>club</b> , lo que lo tuvo intranquilo.	1	Quito le transformo la vida.	October 25, 2009
	Nestor Landeta, gerente del <b>club</b> , reconoció que se quiso fichar a Montero.	4	Los socios civiles y militares en disputa por el Nacional.	October 25, 2009
Rally	El francés lideraba ayer el <b>rally</b> de Gran Bretaña con 5.3 seg.	3	Sebastián Loeb al frente en Gran Bretaña.	October 24, 2009

Author: Tania Lucero

### Chart Six

Variable: Local Newspaper "La Randimpa"

Subvariable: News

Anglicisms	Examples	Number that words were repeated	Title of the article	Date
	Próximamente	1	Estamos	October 10 to

Internet	daremos a conocer nuestra dirección en <b>Internet</b> .		preparándonos para la web.	16, 2009
	La CNT nos facilita colección a través de enlaces de <b>Internet</b> .	2	CNT ofrece enlaces de Internet a unidades de policía comunitaria.	November 14 to 20, 2009
Web	La Ramdimpa se prepara para tener su propia página <b>web</b> .	2	Estamos preparándonos para web.	October 10 to 16, 2009
Contact center	Para mayor información los interesados pueden llamar al <b>contact center</b> 186.	1	Nuevo plan Fono control para clientes de la CNT.	November 14 to 20, 2009

Author: Tania Lucero

#### Chart Seven

Variable: Local Newspaper “La Randimpa”

Subvariable: Ads

Anglicism	Examples	Number that words were repeated	Title of the article	Date
Tip	<b>Tip's</b> terapéuticos.	1	Tip's terapéuticos	October 10 to 16, 2009
	<b>Tip's</b> terapéuticos.	1	Tip's terapéuticos	October 17 to 23, 2009
	<b>Tip's</b> terapéuticos.	1	Tip's terapéuticos	October 24 to 30, 2009
	<b>Tip's</b> terapéuticos.	1	Tip's terapéuticos	October 31 to November 6, 2009
	<b>Tip's</b> terapéuticos,	1	Tip's terapéuticos	November 21 to 27, 2009
	Usted se va a sentir relajado luego de este <b>tip</b> .	2	Tip's terapéuticos	November 14 to 20, 2009
Internet	Realizaron un reportaje que se publicó por el <b>Internet</b> .	1	El dulce negocio de la caña de azúcar	October 24 to 30, 2009

Author: Tania Lucero

Chart Eight

Variable: Local Newspaper “La Randimpa”

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Run run	El <b>run run</b> de los famosos.	1	El run run de los famosos	November 7 to 13, 2009
	El <b>run run</b> de los famosos.	1	El run run de los famosos	November 14 to 20, 2009
	El <b>run run</b> de los famosos.	1	El run run de los famosos	November 21 to 27, 2009

Author: Tania Lucero

Chart Nine

Variable: Local Newspaper “La Randimpa”

Subvariable: Sports

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Reality	El <b>reality</b> que ha programado Amazonía televisión.	2	Reality de TV crea expectativa.	October 24 to 30, 2009
	Quienes retaron en este <b>reality</b> al encuentro de ecuavoley no lograron ganar el reto.	2	Los retadores perdieron en ecuavoley.	November 7 to 13, 2009
	El <b>reality</b> de la amazonía televisión continúa desarrollándose.	2	Jeremías gana el reto de ecuavoley.	November 21 to 27, 2009

Author: Tania Lucero

Chart Ten

Variable: Tabloid “Extra”

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Jeans	Media docena con <b>jeans</b> y otras prendas.	3	Trabajadora	October 20, 2009
Plywood	Reconocieron al baleado de la <b>plywood</b> .	2	Sicarios se confundieron	October 20, 2009
Internet	La prensa sensacionalista desde <b>Internet</b> .	1	Seminario sobre periodismo	October 20, 2009
Show	Los principales artistas y sus <b>shows</b> .	2	Extra abrió sus puertas a los espectáculos	October 21, 2009
Rock	Luis Guerra con <b>rock</b> en la voz del español.	1	Extra abrió sus puertas a los espectáculos	October 21, 2009
Ladies night	Lleno de fantasías y deseos en <b>ladies night</b> .	1	Extra abrió sus puertas a los espectáculos	October 21, 2009
Manager	Persona maquillada bajo el cargo de <b>manager</b> .	2	Hablan las prepago	October 22, 2009
Web	Por favor de colocar sus fotos y información en la <b>web</b> .	3	Hablan las prepago	October 22, 2009
Sweet	Sweet asegura que el despacho es el primer para la prostitución.	2	Hablan las prepago	October 22, 2009
Miss	En Ecuador se realizo el evento <b>Miss</b> Universo.	1	Reconocido por autoridades	October 23, 2009
Club	Trabajó en el <b>club</b> de oficiales de la policía Nacional.	1	Reconocido por autoridades	October 23, 2009
Air bag	El <b>air bag</b> estaba activado.	1	Tragedia en la avenida Orellana	October 25, 2009



Shock	La dolid madre cada vez que se despierta entra en <b>shock</b> .	1	Dolorosa resignación de humildes padres	October 25, 2009
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Author: Tania Lucero

Chart Eleven

Variable: Tabloid "Extra"

Subvariable: Ads

Anglicism	Examples	Number that words were repeated	Title of the article	Date
Unisex	Estilista que sepa cortes <b>unisex</b> .	1	Jobs and services	October 19, 2009
Intercooler	Camión turbo <b>intercooler</b> Toyota.	1	Automobile	October 19, 2009
Center	De oferta un center computación.	1	Real State	October 19, 2009
Pedigree	Shih-tzu macho con <b>pedigree</b> busca novia.	2	Animals	October 19, 2009
	Shih-tzu miniaturas padres <b>pedigree</b> hermosos.	1	Animals	October 20, 2009
Express	Teatro presenta "Secuestro <b>Express</b> ".	1	TV programs and cinema	October 19, 2009
	Teatro presenta "Secuestro. <b>Express</b> ".	1	TV programs and cinema	October 23, 2009
Night club Lookers	Vendo de oportunidad <b>Night club "Lookers"</b>	1	Real state	October 19, 2009
	Vendo de oportunidad <b>Night club "Lookers"</b>	1	Real state	October 20, 2009
	Vendo de oportunidad <b>Night club "Lookers"</b> .	1	Real state	October 21, 2009
	Vendo de oportunidad <b>Night club "Lookers"</b> .	1	Real state	October 22, 2009
	Hyundai	3	Automobile	October 19,

Full	automático, <b>full</b> , poco recorrido.			2009
	Suzuki Forsa 90' <b>full</b> equipo.	1	Automobile	October 20, 2009
	Chevrolet 2008 <b>full</b> equipo com nuevo Hurtado	7	Automobile	October 21, 2009
	Hyundai Matriz, <b>full</b> equipo único dueño.	5	Automobile	October 22, 2009
	Grand Vitara 2006 <b>full</b> equipo.	3	Automobile	October 23, 2009
	Brocha china <b>full</b> potencia.	1	Products	October 23, 2009
	Salinas mes de diciembre <b>full</b> confort, piscina.	1	Real state	October 24, 2009
	Mitsubishi <b>full</b> equipo \$8600.	3	Automobile	October 24, 2009
	De oportunidad recorridos todo el país <b>full</b> servicios	1	Jobs and services	October 24, 2009
	Salinas mes de diciembre <b>full</b> confort, piscina	1	Real state	October 25, 2009
	Ford Explorer 2005 XLT <b>full</b>	5	Automobile	October 25, 2009
	De oportunidad recorridos todo el país <b>full</b> servicios	1	Jobs and services	October 25, 2009
Disc-jockey	Locución, <b>disc-jockey</b> , modelaje.	1	Educational services	October 19, 2009
	<b>Disc-jockey</b> , locución y seminarios prácticos.	1	Educational services	October 24, 2009
	Locución, <b>disc-jockey</b> , modelaje.	1	Educational services	October 25, 2009
	<b>Disc-jockey</b> , locución y seminarios prácticos.	1	Educational services	October 25, 2009
	Animación hora loca, <b>disc-jockey</b> , pantalla gigante.	1	Food services and social events	October 25, 2009
Sex shop	Tiendas <b>sex shop</b> .	1	Sexual services	October 19, 2009
	Tiendas <b>sex shop</b> .	1	Sexual services	October 20, 2009
	Tiendas <b>sex shop</b> .	1	Sexual services	October 21, 2009
	Tiendas <b>sex shop</b> .	1	Sexual services	October 22, 2009
	Tiendas <b>sex shop</b> .	1	Sexual services	October 23, 2009
	Tiendas <b>sex shop</b> .	1	Sexual services	October 24, 2009

	Tiendas <b>sex shop.</b>	1	Sexual services	October 25, 2009
Spray	<b>Spray</b> prolongadores.	1	Sexual services	October 19, 2009
	<b>Spray's</b> , cremas retardantes.	1	Sexual services	October 20, 2009
	Brocha china, <b>spray.</b>	1	Sexual services	October 20, 2009
	Tableta+crema+ <b>Spray.</b>	1	Sexual services	October 21, 2009
	<b>Spray</b> prolongadores.	1	Sexual services	October 21, 2009
	<b>Spray</b> prolongador contra eyaculación.	1	Sexual services	October 22, 2009
	<b>Spray</b> prolongador contra eyaculación.	1	Sexual services	October 23, 2009
	<b>Spray</b> prolongadores	1	Sexual services	October 23, 2009
	<b>Spray's</b> , cremas retardantes	1	Sexual services	October 24, 2009
	<b>Spray</b> prolongador	1	Sexual services	October 24, 2009
Hot	Ornella <b>hot.</b>	1	Sexual services	October 19, 2009
	<b>Hot!</b>	2	Sexual services	October 20, 2009
	<b>Hot!</b>	3	Sexual services	October 21, 2009
	Ornella <b>hot</b>	1	Sexual services	October 21, 2009
	<b>Hot!</b>	3	Sexual services	October 22, 2009
	<b>Hot!</b>	3	Sexual services	October 23, 2009
	Llama, Super <b>hot</b>	1	Sexual services	October 23, 2009
	<b>Hot!</b>	3	Sexual services	October 24, 2009
	Llama, Super <b>hot</b>	1	Sexual services	October 25, 2009
	Hot!	3	Sexual services	October 25, 2009
Chat	<b>Sexy Chat</b> contáctanos.	2	Sexual services	October 19, 2009
	<b>Chat</b> caliente en vivo.	2	Sexual services	October 21, 2009
	Rafaella desenfrenada <b>chat.</b>	1	Sexual services	October 22, 2009
	Rafaella desenfrenada <b>chat.</b>	1	Sexual services	October 24, 2009
	<b>Sexy Chat</b>	1	Sexual	October 25,

	contáctanos.		services	2009
Gay	Cd <b>gay</b>	1	Sexual services	October 20, 2009
	Dvd <b>gay</b>	1	Sexual services	October 20, 2009
	Videos <b>gay</b>	1	Sexual services	October 21, 2009
	Dvd <b>gay</b>	1	Sexual services	October 24, 2009
Sexy	Envía <b>sexy</b> al 1214.	1	Sexual services	October 20, 2009
	Mujeres chilenas <b>sexys</b> .	1	Sexual services	October 21, 2009
	Rebeca linda latina <b>sexy</b> .	1	Sexual services	October 21, 2009
	<b>Sexy</b> Chat.	1	Sexual services	October 22, 2009
	Envía <b>sexy</b> al 1214.	1	Sexual services	October 22, 2009
	<b>Sexy</b> locuras.	2	Sexual services	October 22, 2009
	Rebeca linda latina <b>sexy</b> .	1	Sexual services	October 23, 2009
	Mara chilena <b>sexy</b> masaje. <b>Sexy</b> locuras.	1 2	Sexual services Sexual services	October 23, 2009 October 23, 2009
Show	Kat <b>show</b> . 15 hermosas chicas	1	Sexual services	October 20, 2009
	Kat <b>show</b> . 15 hermosas chicas	1	Sexual services	October 21, 2009
	Kat <b>show</b> . 15 hermosas chicas	1	Sexual services	October 22, 2009
	Kat <b>show</b> . 15 hermosas chicas	1	Sexual services	October 23, 2009
	Kat <b>show</b> . 15 hermosas chicas	1	Sexual services	25/10/2009
Call center	Call center médio tiempo-completo.	1	Jobs and services	October 21, 2009
	<b>Call center</b> egresados universitários.	1	Jobs and services	October 23, 2009
WebCam	Portátil HP \$336, <b>WebCam</b> .	1	Products	October 21, 2009
	Portátil HP \$336, <b>WebCam</b> .	1	Products	October 22, 2009
	Portátil HP \$336, <b>WebCam</b> .	1	Products	October 24, 2009
	Portátil HP \$336, <b>WebCam</b> .	1	Products	October 25, 2009
	Provalsa: Películas; <b>Internet</b> especial.	1	Real State	October 21, 2009
	Provalsa: Películas; <b>Internet</b> especial.	1	Real State	October 22, 2009
	Computadoras	1	Educational	October 23,

Internet	nuevas, reparación clases de <b>Internet</b> .		services	2009
	Vendo y compro vehículos por <b>Internet</b> .	1	Automobile	October 24, 2009
	KF Gender communications fotografía, <b>Internet</b> .	1	Markets	October 24, 2009
	KF Gender communications fotografía, <b>Internet</b> .	1	Markets	October 25, 2009
	Vendo y compro vehículos por <b>Internet</b> .	1	Automobile	October 25, 2009
New	<b>New</b> fórmula.	1	Sexual services	October 22, 2009
	<b>New</b> fórmula.	1	Sexual services	October 23, 2009
Smoking	Vestidos novias, niños, <b>smoking</b> .	1	Products	October 22, 2009
	Vestidos novias, niños, smoking.	1	Products	October 23, 2009
Shopping	Oportunidad villa esquinera cerca del <b>shopping</b> .	1	Real state	October 23, 2009
	Oportunidad villa esquinera cerca del <b>shopping</b> .	1	Real state	October 24, 2009
Chip	Celular com TV doble <b>chip</b> .	1	Products	October 23, 2009

Author: Tania Lucero

Chart Twelve

Variable: Tabloid “Extra”

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>
Film	Me recordó ese viejo <b>film</b> .	1	El dedo en la llaga	October 20, 2009
Opening	El <b>opening</b> estuvo a cargo de Fulana.	1	Idioma castellano en peligro	October 20, 2009
Closing	El <b>closing</b> fue de..	1	Idioma castellano en peligro	October 20, 2009
Baby shower	La fiesta de <b>baby shower</b> .	1	Idioma castellano en	October 20, 2009

			peligro	
Welcome baby party	La fiesta de <b>welcome baby party</b> .	1	Idioma castellano en peligro	October 20, 2009
Blog	El servicio nacional de salud está en el ojo por que muchos de los habitantes del <b>blog</b> aportan sus testimonios.	1	Noticias serias que parecen locas	October 20, 2009
Traction Man	El paciente ha permanecido en anonimato y se hace llamar <b>Traction Man</b>	1	Noticias serias que parecen locas	October 20, 2009
Miss	Las mujeres que participan en los numerosos concursos de <b>miss</b> .	2	Idioma castellano en peligro	October 20, 2009
	Se llevo a cabo el concurso <b>miss</b> Universo Transformista gay.	5	Miss gay Internacional	October 25, 2009
Show	Estaba preparado para dar un <b>show</b> .	1	El dedo en la llaga	October 20, 2009
	Tras este periodo de <b>shows</b> .	1	Talento nacional David Cañizares	October 23, 2009
	Alberto plaza se robo el <b>show</b> .	1	Alberto Plaza	October 24, 2009
	Ven y disfruta de este gran <b>show</b> .	2	Reina de mi tierra 2009.	October 25, 2009
Look	Estos muchachos de <b>look</b> farrero.	1	Los más rankeados	October 22, 2009
One	Ocupar el puesto del chofer y apretar el acelerador hasta el fondo fue de <b>one</b> .	1	Un chofer muy especial	October 22, 2009
Set	Este <b>set</b> principal es un	1	El periodismo es la manera más divertida de morir de hambre	October 23, 2009
Ring	<b>ring</b> de boxeo.	1		
Record	Hacer un	1	Un seco para	October 24,

	suculento plato con el cual espera batir <b>record</b> .		levantar una casa hogar	2009
Top	Nos trasladaron con su imagen a los concursos <b>top</b> a nivel mundial.	1	Miss gay Internacional	October 25, 2009
Tip	<b>Tip's</b> para una hermosa cabellera.	1	Alisados y planchados	October 25, 2009

Author: Tania Lucero

### Chart Thirteen

Variable: Tabloid "Extra"

Subvariable: Reports

Anglicism	Examples	Number that words were repeated	Title of the article	Date
Superman	No era <b>superman</b> , ni el hombre araña pero creo que era la voz de los que no tenían voz	1	Y si Mafalda viviera...	October 25, 2009

Author: Tania Lucero

### Chart Fourteen

Variable: Tabloid "Extra"

Subvariable: Sports

Anglicisms	Examples	Number that words were repeated	Title of the article	Date
Club	Cuentas clara en el <b>club</b> del Astillero.	1	Revolución Torera en Marcha	October 19, 2009
	Vapuleó a Marcella fútbol <b>club</b> por 7-2	1	Golearon en damas	October 19, 2009
	Ferguson está emergiendo muy bien	1	Ferguson se sale con la suya	October 23, 2009

	acomodándose en el <b>club</b> .			
	En la sede del <b>club</b> se convoco a la asamblea general.	3	Varios jugadores fuera del Nacional	October 23, 2009
Hobbies	Un espectacular especial, lo bautizamos <b>hobbies</b> caros.	1	Demostremos que el deporte ecuatoriano no solo es fútbol	October 21, 2009
Walpaper	En el último <b>walpaper</b> o fondo de pantalla se ve a un ganador Valencia.	1	Valencia tiene mucha calidad	October 23, 2009
Premier	Los dos goles le han dado 6 puntos al Manchester primero en la Liga <b>premier</b> .	1	Valencia tiene mucha calidad	October 23, 2009
Sponsor	Los <b>sponsor</b> que tuvo Megatone fueron una marca de bebida hidratante.	1	Megatone un equipo de trabajadores	October 23, 2009
Play off	Hoy clásico para todos por la categoría senior B en los <b>play off</b> .	1	Hoy clásico en Futsal	October 23, 2009
Crack	Un jugador debe ser un <b>crack</b> en Inglaterra.	1	Valencia tiene mucha calidad	October 23, 2009
	Gano <b>cracks</b> del Norte.	2	Hoy clásico en Futsal	October 23, 2009
	<b>Cracks</b> del Norte vs campana sports.	1	Hoy maratónica jornada	October 24, 2009
Flow	Don Michael el <b>flow</b> del gol.	1	Juega su mejor año el deportivo quito	October 25, 2009

Author: Tania Lucero



## QUANTITATIVE TABULATION

Chart Fifteen

Variable: National Newspaper “El Comercio”

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	31	6
	Ads	337	67
	Social pages	107	22
	Sports	18	4
	Reports	4	1
	<b>Total</b>	497	100

Author: Tania Lucero

Chart Sixteen

Variable: Local Newspaper “La Randimpa”

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	6	26
	Ads	8	35
	Social pages	3	13
	Sports	6	26
	<b>Total</b>	23	100

Author: Tania Lucero

Chart Seventeen

Variable: Tabloid “Extra”

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	21	11
	Ads	134	67
	Social pages	26	13
	Sports	16	8
	Reports	1	1
	<b>Total</b>	198	100

Author: Tania Lucero

Chart eighteen

The Most Frequent Anglicisms

<b>Anglicisms</b>	<b>Number of times the words is repeated</b>
Full	251
Web	81
Overlock	29
Penthouse	28
Internet	26
Club	23
Show	22
Hot	21
Express	13
Sexy	11
Spray Marketing	10
Tip	9
Stock Suit Miss	8
Sex shop Chat Blog	7
Reality Disc-jockey	6
WebCam Gay Crack Set Night club Lookers	4
Kit Reality show Holding Squash Dry foam Fan Rally Run run Jeans Pedigree Top Play off	3
Spot Hacker Lunch Night club Performance	

Light Box spring Boom Ranking Flash Plywood Manager Sweet Smoking Call center Shopping New Flow Contact center	2
Link Rating Mail Cookies Spam Nature Big brother Boy scout Ladies night Fair play Background Rock Air bag Shock Unisex Intercooler Center Chip Film Opening Closing Baby shower Welcome baby party Look One Ring Record Traction Man Superman Hobbies Walpaper Premier Sponsor	1
<b>Total</b>	<b>90</b>

Author: Tania Lucero

Chart nineteen

Variables and Subvariables Summary

Section	National Newspaper “El Comercio”		Local Newspaper “La Randimpa”		Tabloid “Extra”		<b>TOTAL</b>	
	<b>f</b>	<b>%</b>	<b>F</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>
News	31	6	6	26	21	11	58	8
Ads	337	67	8	35	134	68	479	67
Social pages	107	22	3	13	26	13	136	19
Sports	18	4	6	26	16	8	40	5
Reports	4	1	0	0	1	1	5	1
<b>TOTAL</b>	497	69	23	3	198	28	718	100

Author: Tania Lucero

## **DISCUSSION**

Discussion is the most important part of the research due to this section presents personal input of the author as researcher, their knowledge and experience, through the description, analysis and interpretation of results obtained. This analysis was based in the theoretical background as a scientific support.

### **Theoretical Background**

This section comprises the definitions, theories, concepts and previous investigations, which will help to understand and to give explanations that deal with the research about the descriptive analysis of anglicisms used in Ecuadorian newspapers. This investigation is important because it will provide us information about the way English is influencing our native language in terms of anglicisms.

## **LANGUAGE**

Language can, of course, be approached from a variety of directions; according to Dobrovlsky and O'Grady (1989) a basic definition for language is a system of communication, a medium of thought, a vehicle for literary expression, and a factor of nation building. Speakers express ideas, feelings, emotions and opinions through language. In addition, myths, laws, customs, traditions and beliefs are passed down from generation to generation by means of language.

Espinoza (2006) asserts that “language is a complex system

used for human communication based on a small number of arbitrary vocal symbols and sound units which combine, according to certain rules, into large and more complex structures with semantic content.”

Chomsky (1972) states all languages must define the structural relationships between these signs in a system of grammar, the context wherein the signs are and dependent on their context the content specificity; this is, its meaning.

## **LINGUISTICS**

Linguists have had to break down language in order to analyze it, and the different ways of doing so have given rise to various schools of thought, thus producing a diversity of theory and practice.

Generally, linguistics is the scientific approach to the study of language. The social and cultural influences that shape the development of the language study linguistics.

Still, Nunberg (2003) claims that linguistics deals with the study of all aspects of human language regarding the way in which speakers use their native language, and what they must know in order to use it in a communicative manner.

According to Finch and Ortiz (1982) linguistics is concerned with how language is structured grammatically and semantically. Linguistics plays a major part in the evolution and understanding of

different cultures and traditions around the world. Without the study of languages, perhaps man would be nothing but a mere caveman until now.

Wikipedia (2009) goes further when it says that linguistics assumes; therefore, the ability to acquire and use language is an innate, biologically-based potential of modern human beings, similar to the ability to walk. It is, however, generally agreed that there are no strong *genetic* differences underlying the differences between languages: an individual will acquire whatever language(s) he or she is taught.

## **BRANCHES OF LINGUISTICS**

Then linguistics covers a broad subject area focusing on different issues such as sounds, word's formation, structures, meanings and the relation between language and social context.

Below are several different branches within linguistics that will be discussed here, the fields of morphology, semantics, syntax, pragmatics, and phonology. These fields are interdependent, but they can be distinguished from each other due to their concentration on specific aspects of a language.

### **Morphology**

Morphology is the study of 'forms of words' and structure. According to Wikipedia, the free encyclopedia (2009) this branch

studies how words are put together from their smaller parts and the rules governing this process. In addition, morphology is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles. Therefore, Matthews (1924) says that morphology is concerned with the word formation in different uses and constructions.

For Burneo (2007) the morphological structure refers to the many possible combination of morphemes -prefixes, roots and suffixes- to make up words. The word *cats*, for example, contains the morphemes *cat* and the plural *-s*. By contrast, there are other words, which are more complex in the sense that they contain prefixes or suffixes attached to the root morpheme to form new words. For example, words like *sadness* and *looking*, are formed by adding prefixes or suffixes.

### **Semantics**

This branch of linguistics deals with the study of meaning. It is concerned with describing how we represent the meaning of a word in our mind and how we use this representation in constructing sentences.

Burneo (2007) highlights the fact that semantics is worried with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse.



Grammarians have identified two types of meanings, word meaning and speaker's meaning. Word meaning refers to the central denotation that an entry has in the dictionary. While, the speaker's meaning refers to what a speaker intends to convey when he/she uses the language in communication. These two types of meaning are known as "Denotation" which refers to the semantic meaning of words; while, "Connotation" focuses on the other suggested meanings that words might express when used in context.

### **Syntax**

Syntax is the study of sentence structure. According to Burneo (2007) this branch of linguistics is the rules that determine how words combine into phrases and sentences. These rules detail an underlying structure and a transformational process. The underlying structure of English for example would have a subject-verb-object sentence order (*Mark paints two tables*). The transformational process would allow an alteration of the word order which could give you something like *Two tables were painted by Mark*.

Miller (2008) states that we study syntax because it enables human beings to compose complex messages.

### **Pragmatics**

Pragmatics deals with the study of language use in communication. As it is affirmed by Burneo (2007) this branch

analyses the relationship between utterances and the social context in which they are produced. In addition, pragmatics is concerned with linking word or sentence meaning with speaker's meaning.

According to Schmitt (2002) pragmatics is concerned not with language as a system or product per se, but rather with the interrelationship between language form, communicated messages and language users. It is important to note that the context in which utterances are produced refers to any linguistic or social environment that might affect the actual interpretation of signs and expressions.

### **Phonology**

Phonology deals with the study of the sound systems and abstract sound units. How sounds are organized in a language is concerned with Phonology. Thus, phonology examines what occurs to speech sounds when they are combined to form a word and how these speech sounds interact with each other. It endeavors to explain what these phonological processes are in terms of formal rules.

Burneo (2007) argues that phonology can be studied from two somewhat different approaches: phonemics and phonetics. Phonemics is the study of the sound system; while, Crystal (1985) expresses that phonetics studies the characteristics of human sound making, especially the sound used in speech. In other words, phonology is concerned on how these sounds are articulated and how the listener perceives them.

There are three sub-disciplines of phonetics:

- Articulatory Phonetics: the study of the way speech sounds are made by vocal organs.
- Acoustic Phonetics: the study of the physical production and transmission of speech sounds.
- Auditory Phonetics: the study of the perception of speech sounds.

## **HISTORICAL LINGUISTICS**

Robins (1980) explains that historical linguistics is a branch of linguistics which studies the development of language as well as languages over time which are recognizably related through similarities such as vocabulary, word formation, and syntax.

Often the aim of historical linguistics is to classify languages in language families descending from a common ancestor or like wikipedia (2009) suggests to classify by their genetic affiliations and to trace the historic development of languages.

This involves comparison of elements in different languages to detect possible cognates in order to be able to reconstruct how different languages have changed over time. Historical linguistics is also called “diachronic linguistics” as opposed to “synchronic linguistics” which study languages in a given moment in time without regarding its previous stages. However, Robins (1980) says that

historical linguistics uses the methods of the various schools of synchronic linguistics (including sociolinguistics and psycholinguistics, especially when considering the reasons for language change).

## **LANGUAGE CHANGE**

Languages change over time. According to Weinreich (1974) language shift may be defined as the change from the habitual use of one language to that of another. Eventually, they change so much that there is no similarity to the original.

I now want to expand on Harding and Riley's thought (2002), about language varies over the centuries. It varies from situation to situation, on a personal level, and in day-to-day communication. For example, we do not speak in the same way in a court room, a bar, at church, on the phone, at work, at a football match or to our friends, doctors, husbands, wives, bosses and children. A language cannot be accounted for by a uniform set of rules which are always valid and always applied in the same way. Using a language involves a wide range of activities which are governed by social conventions and the social context in which the participants find themselves.

Paulston (1994) expands further by saying some conditions that affect societal language change are origins of the contact situation, status differentials in power and economics, cultural values, demographics, status of the writing system, literacy, dialect diversity,

interlingual distance and mass media.

Once more, Harding and Riley (2002) argue that the very nature of the written medium makes it resistant to change: this is an advantage, as it enables later readers to 'consult the record' more easily. Nevertheless, they also mention that speech changes more rapidly (though, eventually, these changes will find their way into the written form, too). This is an advantage, as it allows the language to adapt to and to assimilate changes in the way of life of the people who speak it - new inventions, ideas, attitudes and relationships make new demands on the language. A language which cannot respond to these demands is a dead language: change is not, therefore, automatically changing for the worse; it is a sign of life.

Indeed, languages affect each other, and languages in direct geographic contact can significantly change each other's lexicon, phonology, syntax and style. There is usually a dominant and a subordinate language, depending on the inherent characteristics of each language and the political and cultural circumstances.

Let us take for example, the case of English and Spanish, each have strengths (and weaknesses) in certain features. In his research, Pountain explains that Spanish is better suited for emotional expression, such as in poetry and speeches, while English is perhaps more appropriate for science, technology and business. Therefore, one would expect English to penetrate Spanish in matters of science

and technology, especially when the pioneering research and development work in a particular field takes place using the English language.

Paulston (1994) provides different terms in which a complete societal language shift results in an additional language becoming the mother tongue of community members. A partial language shift may be manifested in the displacement of one language by another for specific functions. Partial language shift sometimes is accompanied by language skill attrition, the loss of proficiency in one or more of the language skills such as: writing, reading, speaking or understanding.

## **LANGUAGE VICE**

Language vice are factors that alters the normal meaning or arrangement of words to some degree in the communication.

Vices are as “norms” of style which can be deviated unproductively.

Let us consider the language vices most important:

### **Archaism**

An archaism is a language that was current at one time, but has passed out of regular use. An archaism can be a word, a phrase, or the use of spelling, letters, or syntax that have passed out of use. Because they are both uncommon and dated, archaisms draw attention to themselves when used in general communication.

The same way, Nordquist (2006) affirms that archaism is a word or phrase (or a particular meaning of a word or phrase) that is considered extremely old fashioned and long out of common use.

Let us demonstrate an example adapted from the Wikipedia article (2009): Archaic style is the contemporary use of the second person singular pronoun *thou* and its related case and verb forms. Ironically, the word *thou* fell out of English speech because it was thought abruptly colloquial. *Thou* is now seen in current English usage only in literature that deliberately seeks to evoke an older style, though there are also some still-read older works that use *thou*, especially religious texts.

### **Catachresis**

According to the Penguin Dictionary of Literary Terms and Literary Theory (1999) catachresis is “misapplication of a word, especially in a mixed metaphor.” Another meaning is the use of a word in a context that differs from its proper application. For instance, “Can not you hear that? Are you blind?” contains a word out of context.

Additionally, Nordquist (2006) defines catachresis as the inappropriate use of one word for another, or an extreme, strained, or mixed metaphor, often used deliberately.

## **Solecism**

The medieval grammarians assume that solecism was a fault of syntax, or in the relation of words to each other.

Therefore, “a solecism is an unsuitable construction made up of more than one word, is the corruption of a single word.” Solecism is also defined as an element of speech or writing that is incorrect grammatically.

Nordquist (2006) presents that the following example “*those page*” would be a solecism since plural *those* does not match, or is not “congruent” with, singular *page*.

## **Amphibology**

In relation to Merriam-Webster Online Dictionary (2009) amphibology is a sentence or phrase that can be interpreted in more than one way. Thus, amphibology is an ambiguous grammatical structure in a sentence, often including mispunctuation.

Let us look at an example from Wikipedia, the free encyclopedia (2009): Teenagers should not be allowed to drive. It's getting too dangerous on the streets. In this example, it could be taken to mean the teenagers will be in danger or that they will cause the danger.

## **NEOLOGISM**

In his definition, Newmark (1988) states that neologisms are



newly coined lexical units or existing lexical units that acquire a new sense. It is important to note here that the units may be in the process of entering common use, but have not yet been accepted into mainstream language. The fact that, neologism is the act of inventing a word or phrase; specifically it implies the use of old words giving a new meaning to existing words or phrases.

In cultures that are changing rapidly and in situations where there is easy and fast propagation of information neologisms tend to occur more often. According to Crystal (1995) a neologism stays new until people start to use it without thinking, or alternatively until it falls out of fashion, and they stop using it together.

According to Wikipedia (2009) the new terms are often created by combining existing words or by giving words new and unique suffixes or prefixes, by abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds.

Besides this, Crystal (1995) cites that every word in a language was, at some time, a neologism, ceasing to be such through time and acceptance; for instance, we find *disaccustom* and *disacquaint* alongside *disabuse* and *disagree*: the first two neologisms disappeared and the last two survived because it is unlikely that most people would know the meaning of the first two words, or would even want to. The lack of context makes a number of neologisms impossible to guess. The lexicon is full of such mysteries. Indeed,

neologism continues as part of the language depending on the acceptance by the public, linguistic experts and incorporation into dictionaries. When a word or phrase is no longer “new,” it is no longer a neologism.

### **BARBARISMS: ANGLICISMS**

The English word barbarism originally referred to the incorrect use of language. As defined by Houghton Mifflin Company (2000) barbarism is now used to refer to ignorance or crudity in matters of taste; an example of it is the verbal expression: *The*

The definition given by the Oxford English Dictionary (1992) to barbarism is an act, trait, or custom characterized by ignorance or crudity. In other words, it is the use of words, forms, or expressions considered incorrect or unacceptable.

Wikipedia, the free encyclopedia (2009) defines the term barbarism as a non-standard word, expression or pronunciation in a language. Likewise, this language vice indicates a misuse of language, but also more generally lacking in refinement or distinction.

Newmark (1988) explains that anglicism is a word of English origin adapted somehow to Spanish. For instance, *carpet* being translated as *carpeta* instead of *alfombra*.

In conclusion, anglicism is a word borrowed from English into

another language, but is considered by a fair part of the influential speakers of that language to be substandard or undesirable; this is, as a form of language contamination. It is also an English structure abusively used in another language.

Itamar (1990) shows here a perfect example of a sport anglicism that is used in Spanish but has not been officially accepted by the RAE nor does it appear in the DPD (Diccionario Panhispánico de Dudas). The word/verb in question is *ranquear* derived from the English noun “ranking” and this anglicism has been converted to a hispanicized equivalent of *el ranquin*.

Others examples of older anglicisms are ‘el líder’ (‘leader’), ‘el boicot’ (‘boycott’) and ‘el mitin’ (‘meeting,’ of the political kind) all, it should be noted, are orthographically modified.

## **FOREIGN LANGUAGE INTERFERENCE**

Krashen and Terrel (1988) assert that the role of the first language in the second language performance is often referred to as Interference. This implies that our knowledge of our first language actually gets in the way when we try to speak a second language. If this is true, it means that we need to fight off this interference.

On the contrary, Newark’s research (1988) suggests that the first language does not interfere at all when we try to use a second language. Rather, errors that show the influence of the first language

are simply the result of “falling back” on the first language when we lack a rule in our second language. The cure for interference is simply acquisition — pedagogy does not need to help the acquirer fight off the effects of the first language — it only needs to help the acquirer, achieve the target language.

A research done by Harmer (2001) says that students who learn English as a second language already have a deep knowledge of at least one other language, and where L1 and English come into contact with each other there are often confusions which provoke errors in a learner's use of English.

Burneo (2009) emphasizes; in addition, that interference may be defined as the use of elements of one language or dialect while speaking or writing another. It can occur because of the familiarity with the first language.

According to Berthold & Batorowicz (1997) interference may be viewed as the transference of elements of one language to another at various levels including phonological, grammatical, lexical and orthographical. This implies that interference can appear in any of the four language skills as reading, speaking, writing and listening.

On the other hand, many researchers such as Gass & Schachter (1989) have argued that “interference accounts for perhaps 5-25 percent of grammatical errors.” Of course, the percentages themselves are not terribly important; they will depend greatly on

what and how you decide to count, as well as on the (often difficult to make) attribution of error caused. The important point is that many errors are clearly not the result of interference, no matter how one counts.

## **MORPHOLOGICAL PROCEDURES**

According to the most usual division of subjects, the field of morphology in general is divided into two major subfields: one concerned with processes of inflection and the other with what are usually referred to as processes of word-formation.

### **Inflection**

Radford (2004) asserts that inflection proprieties relate to different forms of the same word in which there is only a grammatical difference between them; for instance, the plural form of a noun like *pet* is formed by adding the English Verbal endings “-s” to give the form *pets*.

Although English has a highly impoverished system of inflectional morphology, there are nonetheless two major categories of a word, which have distinctive inflectional properties, mainly, nouns and verbs. We can identify the class of nouns in terms of the fact that they generally inflect for number, and thus have distinct singular and plural forms such as *dog/dogs*, *ox/oxen* etc. Accordingly, we can differentiate a noun like *fool* from an adjective like *foolish* by virtue of

the fact that only (regular, countable) nouns like *fool* not adjectives like *foolish* can carry the noun plural inflection *s*.

### **Word-formation**

Crystal (1985) states that word-formation is the creation of new word; this term refers to the whole process of morphological variation in the constitution of words. This latter field is then divided in turn into two smaller subfields, one of which is concerned with processes of derivation and the other field with process of composition.

### **Derivational**

Derivational property relates to the processes by which a word can be used to form a different kind of word by the addition of an affix of some kind according to Radford (2004). For example, by adding the suffix *-ness* to the adjective *sad* we can form the noun *sadness*.

Providing an adequate account of derivational morphology in English; takes into consideration that a particular derivational affixes can only be attached to words belonging to particular categories. Another instance is the negative prefixes *un-* and *in-* which can be attached to adjectives to form a corresponding negative adjective as *happy/unhappy* but not to nouns nor to prepositions. For example, *fear* does not have a negative counterpart *unfear*, nor does *inside* have a negative antonym *uninside*.

## **Composition**

Finally, under this last heading Crystal (1985) indicates that this term refers to larger units being seen as 'composed' of smaller units. For example, in grammatical analysis, the relationship between sentences, clauses, phrases, words and morphemes are sometimes described as 'composition' (constituency, or rank), the units of higher rank being analyzable ('decomposable') into units of lower rank. One might subsequently analyze such structures in terms of their 'compositional meaning'.

Let us look at two examples, *ice-cream* and *black-bird*. *Ice-cream* is compounded from the simple 'ice' and 'cream,' and or '*black-bird*' from free elements '*black*' and '*bird*.'

## **Parasynthesis**

Parasynthesis is concerned with the formation of words by a combination of compounding and adding both a prefix and a suffix. Let us consider the following examples: *downhearted*, formed from down plus heart plus -ed, not down plus hearted and *light-headed*, which is light plus head with the affix -ed.

## **NEWSPAPER**

According to Wikipedia (2009), a newspaper is a printed periodical whose purpose is to deliver news, views, features, in a factual and up-to-date manner. Thus, Pinchuck (1984) says that

newspapers appear most commonly in daily editions, but may also be issued twice a day or weekly.

Newspapers constitute a major means of conveying language innovations. 'Newspapers and magazines are not the only gateway for language forms from American English, but they are, as it seems, the most important ones' (Carstensen & Galinsky, 1967, 11).

A newspaper is printed on thin paper made from a combination of recycled matter and wood pulp, and it is not intended to last very long. It must be available for circulation to the public.

Inside of the newspaper the publication is typically sectioned off based on the subject and content. The most important or interesting news will be displayed on the front page of the publication. Puccia (1979) states that newspapers may also include advertisements, opinions, obituaries, classified ads, entertainment and matters of specialized interest, such as legal, mercantile, financial, theatrical, political, religious, or sporting matters among others.

## **TABLOID**

According to Wikipedia, the free encyclopedia (2009) a tabloid is an industry term which refers to a smaller newspaper format per spread; that tends to sensationalize, emphasize, or exaggerate crime stories, astrology, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sport



stars, and other so-called “junk food news” or “junk mail”. It is important to note here that even tabloids contain hoaxes.

Often, tabloid newspaper allegations about the sexual practices, drug use, or private conduct of celebrities is borderline defamatory.

Several tabloids use aggressive and usually mean-spirited tactics to sell their issues, motive for which the term “tabloid” has become synonymous with down-market newspapers in some areas.

Red top newspapers are usually simpler in their writing style, dominated by pictures, and directed at the more sensational end of the tabloid market.

Actually, tabloids are not taken seriously by leading journalists, are considered a blemish on their journalistic profession, and are used as a means to make easy money.

## **PREVIOUS STUDIES**

As such a pervasive phenomenon, the study of Anglicisms in Spanish has given rise to a number of studies. Let us look at some principal points of previous studies.

Bilingual Communications (2001) claim the phenomenon of Anglicisms penetrating Spanish is more obvious in the spoken than the written Spanish, and more at the casual or slang level of speech than at the more formal and academic. The easy penetration of

English into Spanish is facilitated by the fact that many of the Hispanics accepting the Anglicisms have an inadequate academic foundation in their own Spanish mother tongue, especially in its written form, and thus find it difficult to resist the power of the Anglicism. It is common to hear words like “troca,” “parquear,” “yonque,” “nursa,” “typear.” No doubt, these tend to alarm the purists of the Spanish language, but the anglicisms movement from spoken street slang to formal written Spanish is a long and slow one, and many words will never make it.

The formidable Royal Spanish Language Academy dictionary, (DRAE) tends to run several years behind the general acceptance of a word in written Spanish, and a word’s inclusion requires careful scrutiny to see if any acceptable Spanish coinage has a chance of resisting the Anglicism.

There are many different categories of Anglicisms in the lexical, grammatical and stylistic areas of linguistics. The following lists the more significant categories:

- Misuse of preposition - Improper word order - English words or variants accepted too readily into Spanish - Incorrect use of Spanish “que” under the influence of “that” - Excessive use of the passive voice in Spanish- Unnatural conciseness - Redundancy (not as common as conciseness) - Wrong verb forms, or their improper use.

Let us look at several attitudes towards the phenomenon of

anglicisms in general. For example; in the work of Itamar (1990) he states that anglicisms already pose certain concrete problems for translation. When a text containing anglicisms is translated into English, should those anglicisms be automatically transposed back into English? There will obviously be a strong temptation to do so, especially by the less linguistically aware, but context would suggest caution.

Fischer & Pułaczewska (2008) declare that the increasing international influence of English has been welcomed by many, but criticized by others. While some appreciate its political, economic and cultural advantages, others are sensitive to a possible threat to other languages and cultures. However, complaints about a takeover or at least an infiltration through foreign words are nothing new.

From the viewpoint of linguistics, lexical borrowing is a natural process which has been going on since the beginning of languages. The fact that borrowing from foreign languages facilitates and enriches communication cannot be denied.

However, the critiques of anglicisms is not so much about the fact that language is a means of communication, but rather about language being a symbol of the national and cultural identity of a speech community.

In order to avoid the negative connotations of English borrowings, anglicisms should function as a means of

communication and not of identification. However, many people do not perceive the transfer of certain English or even “pseudo-English” words into their language through the advertising media or the entertaining industry as a meaningful kind of communication, but rather as an attempt to take over their national and cultural values.

As Pratt (1980) demonstrates in his pioneering study, the influence of English on contemporary Spanish affects all the levels of the system: orthographic, lexical, semantic, syntactic, and morphological. However, it is probably at the level of lexis that this influence is greater and most noticeable. According to Rodríguez and Lillo (1997) more and more English loanwords enter Spanish every day; some of them in their native form, the so-called ‘patent’ anglicisms such as *airbag*, *byte*, and *lifting*.

Pfützner refers to both the usage of Anglicisms to achieve linguistic precision and the use of Anglicisms to achieve brevity as language economization (Pfützner, 1978, 161). He suggests that both precision and brevity are vital to newspaper language, yet the motivations behind the two are divergent. Brevity decreases the space needed in the publication as well as the time it takes the journalist to write the article, and both of these result in a saving in costs. In attempting to achieve precision, the journalist is not influenced by non-linguistic considerations for choosing the right word, but rather acts in his own interest to secure optimal stylistic effectiveness to the

reader.

Carstensen & Galinsky (1967) discuss the usage of Anglicisms to create or increase variation of expression. According to Galinsky, variation of expression occurs in two forms. In one form the native phrase or word is used jointly with the borrowed variant, and in the other form the native item is omitted.

Pointing out that it is sometimes unavoidable to repeat an important word several times and that journalists are always looking for synonyms, Pfitzner (1978) views Anglicisms as an option for avoiding monotonous repetition.

## **DESCRIPTION, ANALYSIS AND INTERPRETATION OF RESULTS**

Before starting with this part, the information of theoretical background was revised in order to establish scientifically each part of the analysis that has been done. Therefore, the description, analysis and interpretation of results has academic and scientific value. Besides this, the results obtained were the support to carry out the analysis.

This way three analyses were included: a linguistic analysis (qualitative), comparative analysis with the results (quantitative) and sociological analysis with the criteria of the interviews of the anglicisms selected.

### **Linguistic Analysis**

The selected anglicisms were analyzed linguistically. Because of that, the following were taken into account:

- Etymological analysis indicates the origin of term and its evolution.
- Syntactic-semantic analysis details the word's grammatical function and its meaning in context.
- Morphological analysis specifies which change or adaptation the term has suffered in Spanish.

I have chosen at random some of the most original terms and expressions we have found and these anglicisms will be discussed in detail.

## **Spot**

*Spot* has been accepted by the Royal Spanish Language Academy. This term is proposed to be deleted according to advancement of the twenty-third edition. Etymologically, *spot* comes from Middle English in the 13th century.

In English, this word is used as a noun, a verb and an adjective. In Spanish *spot* functions as a noun like the following example indicates “La campaña de comunicación se pauto en cuñas y **spots**.”

In both languages, English and Spanish, *spot* means “a brief announcement or advertisement broadcast between scheduled radio or television programs.” Now, with absorbing and alienating domain of television, people do not talk about *cuña* but *spot*.

*Spot* does not suffer a change at a morphological level. However, this anglicism contains the morpheme *spot* and the plural suffix -S

## **Mail**

The word *mail* has not been accepted by the Royal Spanish Language Academy. Etymologically, this anglicism originates from Middle English.

Its function in English is a noun and a transitive verb, but in Spanish this word functions as a noun; for instance, “Lo cual impide la identificación de quienes envían **mails** ofensivos.” In English as in Spanish, *mail* means “material sent or carried in the postal system.” In Spanish the word *correo* has changed for *mail*.

In the linguistic field, this word does not suffer a change at a

Morphological level. This anglicism contains the morpheme *mail* and the plural suffix -S.

### **Lunch**

In the Royal Spanish Language Academy the word *lunch* has been accepted, but is considered as a proposed term to be deleted according to advancement of the twenty-third edition. Etymologically, this word probably comes from the shortened version for *luncheon*. It has been used from 1812.

In the following example “Busco jóvenes ambos sexos sueldo de \$280, **lunch** diario,” *lunch* is functioning as a noun. However in English; *lunch* acts not only as a noun but a verb and an adjective. This word is incorporated into Spanish with the meaning directly translated from English, because this word means “a usually light meal especially one taken in the middle of the day.”

Lunch does not suffer grammatical problems because this anglicism does not require some changes in spelling, pronunciation or inflection.

### **Show**

This word has been accepted by the Royal Spanish Language Academy (RAE), though it is a proposed term to be deleted according to the advancement of the twenty-third edition. *Show* derives from Middle English.

In English, this term is used as a noun and a verb. While in Spanish this anglicism functions as a noun; for example, “La banda Muertitos abrirá el **show**.” In the cited context, *show* describes



“something exhibited especially for wonder or ridicule.” The word *show* substitutes *espectáculo* because this word perhaps will not be as successful and attractive to the public as the anglicism *show* is.

Morphologically, this word does not suffer a change at the internal structure.

### **Light**

In the Royal Spanish Language Academy the word *light* has already been accepted, however, it is considered as a proposed word to be deleted according to the advancement of the twenty-third edition. Etymologically, it comes from Middle English before the 12th century.

This word functions in English as a noun, an adjective, a verb, an adverb and an intransitive verb. This anglicism is used with the same sense value and in the same contexts as in English; for example, “Parilla **light** y vegetariana.” The meaning of this word in both languages is the same, *light* means “made with a lower calorie content or with less of some ingredient (as salt, fat, or alcohol) than usual.” In this example *light* is operating as an adjective, that is, in Spanish.

*Light* does not suffer a change at a morphological level however the translated word is not used correctly according to its position in the sentence. Because in English the adjectives are placed in front of a noun, it is something that does not happen in Spanish.

## **Marketing**

*Marketing* has been accepted by the Royal Spanish Language Academy. Its origin is unknown, but this anglicism has been used since 1561.

In English, this word is used as a noun and a verb. In both languages, Spanish and English, *Marketing* means “the process or technique of promoting, selling, and distributing a product or service.” In the following example the cited *marketing* is used as a noun: “Domine el **marketing** para alcanzar el éxito.” It coexists with the equivalent *mercadotecnia*, but this Spanish term is clearly losing popularity in favor of *marketing*. In spite of the fact that effort in most of the usage of the Spanish word in different treaty, this anglicism outnumbers the use of the Spanish word.

*Marketing* does not suffer a change at the internal composition and its spelling remains unchanged.

## **Stock**

In the Royal Spanish Language Academy the term *stock* has been accepted. Nevertheless, it is considered as a proposed term to be deleted according to the advancement of the twenty-third edition. Etymologically, *stock* comes from Middle English before the 12th century.

This term in English functions as a noun, a verb and an adjective. Besides, it is incorporated into Spanish with the meaning directly translated from English, so this word means “the equipment, materials, or supplies of an establishment”. For instance, “Hasta

agotar **stock**.” In this case, *stock* is acting as a noun. The usage of the equivalents, *mercancías en depósito* and *existencias* has been replaced by the English word *stock*. It is necessary to indicate that in commercial vocabulary the Spanish language is substituted for the English one.

*Stock* does not suffer a change at word formation and its internal structure.

### **Blog**

The word *blog* has not been accepted by the Royal Spanish Language Academy. Etymologically, its derivation is unknown, but this anglicism has been created from the shortened form *Weblog* in 1999.

Its usage in English is as a noun. This word is incorporated into Spanish with the meaning directly translated from English, so *blog* depicts “a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.” In Spanish, this term is used also as a noun; for example, “Lea historias que fueron noticia en el **blog**.” *Blog* is a technological term that is a clipping of the word ‘weblog.’ I suppose people use *blog* instead of *weblog*, because it is only one syllable and it is easier to say than ‘weblog.’

This term does not suffer a change at a morphological level; however, it is important to note that it is composed of: ‘web’ (an interconnection of many things) + ‘log’ (an account of many objects).

## **Fan**

In the Royal Spanish Language Academy the word *Fan* has been accepted. Etymologically, it originates from Middle English before the 12th century. It is the abbreviation of *fanatic*.

In English, this word functions as a noun and a verb. Moreover, it has penetrated into Spanish with a meaning directly translated from English, because this anglicism describes “an ardent admirer or enthusiast (as of a celebrity or a pursuit).” In Spanish it also acts as a noun. For instance, “Los **fans** se mantienen fieles a los ídolos.” Despite that the word *fan* is of current use, it is considered anglicism.

*Fan* does not suffer changes in the area of morphology. However, it contains the morphemes *fan* and the plural suffix *-s*.

## **Full**

*Full* has not been accepted in the Royal Spanish Language Academy. Etymologically, it comes from Middle English before the 12th century.

In English, this term functions as an adjective, an adverb, a noun, a verb and a transitive verb. In English as in Spanish this anglicism means “containing as much or as many as is possible or normal.” For example, “Estrene dos dormitorios **full** acabado.” In this instance the word *full* is acting as an adjective. In both languages this anglicism is used in the same meaning. The suggested Spanish corresponding words *lleno*, *completo* and *ocupado* are rarely used in everyday language and therefore have a low level of productivity.

Within the morphology, in this anglicism no changes have been found.

### **Tip**

This word has not been accepted by the Royal Spanish Language Academy. Its origin is unknown; however, this term has spread from 1567 to all over the world.

In English, this term is used as a noun, a verb and a transitive verb. However in Spanish it is only used as a noun. For instance, “**Tip**’s terapéuticos.” In both languages, *tip* means “a piece of advice or expert information.” Though the word *tip* competes with Spanish term *consejo*, it is still more frequent than its Spanish term.

*Tip* suffers a change at a morphological level because the word *Tip*’s adds ‘apostrophe’ to the noun; therefore, it forms the possessive or the omission of one or more letters in English. While in Spanish this term with the (’) indicates plural. According to the RAE, the (’) should not be used in Spanish. Such use is very rarely found in modern writing, and then only for literary effect.

### **Run**

In the Royal Spanish Language Academy the word *run* has not been accepted. It originates from Middle English. Its use comes from the 14th century.

In English, this word functions as a noun, an adjective and a verb. Also in Spanish, *run* acts as a noun. Furthermore, it is incorporated into Spanish with a meaning directly translated from

English, because this word means “an act or the action of running: continued rapid movement.” For instance, “El **run run** de los famosos.” In this example the word *run* is acting as a noun.

This word does not suffer a change at internal structure. Nevertheless, it contains two nouns put together and a correct sentence is formed by a Subject+Verb+Complement. Its pronunciation changes in Spanish because this term is pronounced as it is written. In English, the correct pronunciation is \ 'rən \.

### **Reality**

*Reality* has not been accepted by the Royal Spanish Language Academy. Its derivation is unknown. This anglicism appeared in 1550.

In English as in Spanish this term is only used as a noun. In both languages *reality* means “television programming that features videos of actual occurrences (as a police chase, stunt, or natural disaster).” For example, “El **reality** que ha programado Amazonia televisión.” *Reality* is a word frequently used and its meaning in Spanish has relations in English. Reality is a real anglicism that is commonly used in Spanish.

*Reality* does not suffer a change at internal properties and the spelling remains unchanged.

### **Web**

The Royal Spanish Language Academy has accepted the word

*web*. Etymologically, this anglicism comes from Middle English before the 12th century.

In English, this term functions as a noun and a verb. While in Spanish this word is used only as a noun. Moreover, it looks like a Spanish word because this word depicts “a group of pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization.” For instance, “La ramdimpa se prepara para tener su propia página **web**.” This anglicism is commonly known as the World Wide Web.

*Web* does not suffer a change at a morphological level because the word is clearly identified, and its spelling remains unchanged.

### **Internet**

*Internet* in the Royal Spanish Language Academy has been accepted and it is a new word according to advancement of the twenty-third edition. Its origin is unknown but it started to grow on a grand scale in 1985.

In English as in Spanish, this word works only as a noun. In addition, it is incorporated into Spanish with the meaning directly interpreted from English, so this term describes “an electronic communications network that connects computer networks and organizational computer facilities around the world.” This anglicism was found in the following example, “La prensa sensacionalista desde **Internet**.”

Morphologically, this term does not suffer a change at the

spelling and pronunciation.

### **Jeans**

In the Royal Spanish Language Academy, the word *Jeans* has not been accepted. This word comes from Middle English in 1985.

In English as well as in Spanish, this word functions as a noun. Besides in both languages this word means the same: “pants usually made of jean or blue denim.” The next instance shows the usage of this anglicism: “Media docena con **jeans** y otras prendas.” In this context, the word *jean* is acting as a noun in plural.

*Jean* does not undergo a change at a morphological level. It is necessary mention that this word contains the morphemes *jean* and the plural suffix *-s*. *Jean* is usually used in plural.

### **Rock**

*Rock* has been accepted by the Royal Spanish Language Academy. It originates from Middle English in 1823.

In English, this term is used as a noun and a verb. In both languages: Spanish and English *rock* depicts “popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements.” No change in meaning can be recognized. In Spanish, it is also used as a noun; for example, “Luis Guerra con **rock** en la voz del español.” This anglicism is often used as an attributive noun.

*Rock* does not suffer grammatical problems because this anglicism does not require changes in spelling, pronunciation or



inflection.

### **Club**

The Royal Spanish Language Academy has accepted the term *club*. Etymologically, it comes from Middle English. This anglicism is used since the 13th century.

This term in English functions as a noun and a verb, but in Spanish it only acts as a noun. Besides, it is incorporated into Spanish with a meaning directly translated from English, because the original meaning of *club* is “an association of persons for some common object usually jointly supported and meeting periodically.” For instance, “Trabajó en el **club** de oficiales de la policía Nacional.”

Within the morphology, in this anglicism no changes have been found. However, its pronunciation changes in Spanish because this term is pronounced as it is written. In English, the correct pronunciation is  $\backslash\text{kl}\text{əb}\backslash$ .

### **Manager**

*Manager* has been accepted in the Royal Spanish Language Academy. This term derives from Middle English in 1588.

In English as well as in Spanish, this term functions only as a noun; furthermore, it is integrated into Spanish with the meaning directly translated from English because this word means “a person whose work or profession is management.” For instance, “Persona maquillada bajo el cargo de **manager**.” That means that both languages have the same meaning. This anglicism has become

commonly accepted and is extensively used in Spanish.

This word does not suffer a change at a morphological level, however, in Spanish *manager* contains an accent mark over the first vowel *a* (*mánager*) while in English it does not.

### **Airbag**

*Airbag* has been accepted by the Royal Spanish Language Academy. It is difficult to determine its origin clearly; however, this anglicism has been used since 1969.

In English as in Spanish, this term is used exclusively as a noun. For example, “El **air bag** estaba activado.” In addition, it is incorporated into Spanish with a meaning directly translated from English, so this term means “an automobile safety device consisting of a bag designed to inflate automatically especially in front of an occupant in case of collision.” This is a typical anglicism in Spanish.

*Airbag* does not suffer a change at a morphological level, but it is a compound word which is combined in two parts: air and bag. The second part identifies the object or person in question (bag). The first part tells us what kind of object or person it is, or what its purpose is (air). In addition, in English this word does not have a space between them while in Spanish it does.

### **Center**

The Royal Spanish Language Academy has not accepted the word *center*. This term originates from Middle English in the 14th century.

This word functions as a noun and a verb in English; moreover,

it is incorporated into Spanish with the meaning directly translated from English, that is, in Spanish as in English this word means “a facility providing a place for a particular activity or service.” For example, “De oferta un **center** computación.” In this instance the word *center* is acting as a noun. *Center* is the common term in Spanish, and it is more frequent than its equivalent “*centro*.”

This word does not suffer a change at a morphological level; however, in Spanish it has its own preposition, which is omitted in English.

### **Sexy**

In the Royal Spanish Language Academy dictionary, the word *sexy* has been accepted. Its origin is unknown, but it was first used around 1925.

In English as well as in Spanish, this word functions as an adjective. Furthermore, it is incorporated into Spanish with the meaning directly translated from English, without any alterations, because this anglicism means “generally attractive or interesting.” For instance, “Mujeres chilenas **sexys**.” In this example the word *sexy* is functioning as an adjective. *Sexy* is the dominant style of audiovisual commercial advertising of these modern times.

This word suffers a change at a morphological level because it contains -s like plural of *sexy*. This is incorrect in English due to the adjectives don't have a singular and plural form or a masculine, feminine and neuter form. Never add a final -s to an adjective.

## **Film**

*Film* has not been accepted by the Royal Spanish Language Academy. This term comes from Middle English before the 12th century.

In English, this term is used as a noun and a verb while in Spanish; it is only used as a noun. The English language and the Spanish language share the same meaning. It means “Motion pictures.” For example, “Me recordó ese viejo **film**.” Nowadays, it has become used frequently in Spanish instead of the general equivalents *película* and *cinta*. *Film* is more often used when considering artistic, theoretical, or technical aspects, as studies in an university class.

*Film* does not suffer a change at a morphological level.

## **One**

*One* has not been accepted in the Royal Spanish Language Academy. Etymologically, it derives from Middle English before the 12th century.

In English, this term functions as a noun, an adjective and a pronoun. This word is incorporated into Spanish with a meaning indirectly translated from English, because *one* means “being a single unit or thing.” In Spanish, this term is used in different context; for example, “Ocupar el puesto del chofer y apretar el acelerador hasta el fondo fue de **one**.” In this case the word *one* is functioning as a noun. In Spanish, the usage of this anglicism is to express the meaning of the adverb *quickly* in this cited example and no translation would render the real meaning.

This word does not suffer a change at word formation and its internal structure.

### **Look**

*Look* has been accepted by the Royal Spanish Language Academy, although it is a proposed word to be deleted according to advancement of the twenty-third edition. Its origin is unknown, but this anglicism has been employed since the 13th century.

In English, this word is used as a noun and a verb. While in Spanish, it is used only as a noun. The cited context, it depicts “a combination of design features giving a unified appearance.” In both languages this anglicism has the same meaning. Therefore, the integration in Spanish was not problematic. For instance, “Estos muchachos de **look** farrero.”

*Look* does not suffer a change at word formation and its internal structure.

### **Set**

The Royal Spanish Language Academy has accepted the word *set*. This word derives from Middle English in the 14th century.

This term functions as a noun, an adjective and a verb in English. While in Spanish this Anglicism acts as a noun. Moreover, it is incorporated into Spanish with the meaning directly translated from English, so *set* describes “an artificial setting for a scene of a theatrical or film production.” For instance, “Una lucha intensiva en el **set** de ECUAVISA.” In this instance, the word *set* is operating like a noun.

No change in meaning occurred when it was integrated into Spanish. Although English term has the equivalents *escenario* and *local*, these alternatives continue to be less used than *set*. The Spanish word now sounds obsolete in most contexts while the incorporated anglicism *set* is preferred.

This term does not suffer a change at a morphological level.

### **Opening**

*Opening* has not been accepted by the Royal Spanish Language Academy. Etymologically, this anglicism originates from Middle English since the 13th century.

In both languages, Spanish and English, this word functions as a noun. Besides *opening* has entered into Spanish with the same meaning as in English. In context, it means “an act or instance of making or becoming open.” For instance, “El **opening** estuvo a cargo de Fulana.” It is important to note that this anglicism is used more frequently than its equivalent “*inauguración*.”

This term does not suffer a change at the internal structure. It is necessary to indicate that this word forms a gerund which is composed of two parts – the present tense of the verb *open* plus *ing*.

### **Flow**

The word *flow* has not been accepted by the Royal Spanish Language Academy. This term derives from Middle English since the 15th century.

It functions in English as a noun and a verb whereas in Spanish this anglicism acts only as a noun. This term can be found within popular culture. *Flow* has entered into Spanish with a different meaning than in English. Because in English this word means “the direction of movement or development,” and in its common usage in Spanish it is interpreted as a fundamental part of any subject. For instance, “Don Michael, el **flow** del gol.” This example represents a problem in the translation of anglicisms into Spanish.

Finally, this term does not suffer a change at a morphological level.

### **Chat**

The term *chat* has not been accepted by the Royal Spanish Language Academy. Etymologically, it comes from Middle English. This term has spread from the year 1530 to all over the world.

This word operates in English as a noun and a verb. In this context, this anglicism is used only as a noun. In English as in Spanish *chat* means “light informal or familiar talk.” For example, “**Chat** caliente en vivo.” This Anglicism usually takes part in an online discussion in a chat room. Its equivalent “*charla*” is completely replaced by this anglicism.

This term does not suffer a change at the internal composition and its spelling remains unchanged.

### **Hobbies**

In the Royal Spanish Language Academy, the term *hobby* has

been accepted, but it is considered an emendated term according to the advancement of the twenty-third edition. This word originates from a shortened version of *hobbyhorse* from the 15th century.

In English, this anglicism functions only as a noun. Furthermore, it is incorporated into Spanish with the meaning directly translated from English, because this word means “a pursuit outside one's regular occupation engaged in especially for relaxation.” For instance, “Un espectacular especial, lo bautizamos **hobbies** caros.” In this example, the word *hobbies* is functioning as a noun. *Hobby*, in spite of having its equivalents *entretenimiento*, *afición*, and *pasatiempo*, has become so widespread that it has been incorporated into the Spanish language.

This anglicism does not suffer a change at a morphological level. It forms correctly the plural considering that it is a plural noun ending in -y preceded by a consonant which causes the plural form to be made by changing the -y to -ies.



## **Comparative Analysis**

This section shows a comparative analysis between the frequencies and percentages of the variables (national newspapers “El Comercio,” local newspapers “La Ramdimpa” and tabloid newspapers “Extra”) together with their subvariables (news, ads, social pages, sports and reports).

According to the results obtained, the subvariables with the highest frequencies and percentages in the usage of anglicisms in the national newspapers “El Comercio,” are ads and social pages, 67 and 22 percent respectively. This is due to the fact that ads frequently use psychological pressure on the intended target group, and take on the role of attraction to maximize consumer interest and awareness. They do this through simple abbreviation of smaller, quicker and yet still understandable phrases because in certain occasions words in Spanish do not allow for creativity and stifle the imagination.

Another cause for the use of anglicisms in social pages is to show uniqueness and differentiate the newspapers to be better or even pretend to be a more prestigious one. It is important to note that “El Comercio” is a highly-respected and very influential newspaper.

In the local newspaper “La Randimpa,” the subvariables with the highest frequencies and percentages in the usage of anglicisms are ads with 35 percent and news and social pages, both with 26 percent. In spite of the fact that, news should present new information about serious topics or events, it is a medium where anglicisms are also presented. This can be because the writers need

to imitate other more dominant groups like professionals and affluent people, or because the writer is a young person who can be influenced by the popular culture which offers a rich environment to create new terminology.

Finally, anglicisms are used in ads because it is a way to attract the public's attention; for example, appealing to their feelings which will also lead to an easier communication between the ads and the reader.

In the tabloid "Extra," once more the ads and social pages represent the highest level of anglicisms in frequencies and percentages, with 67 and 13 percent respectively. With the goal to show that they are "cool," sometimes tabloids are seen as informal writing which has a rather strong visual impact with the purpose of attracting the attention of the readers. In addition, anglicisms are used in social pages because the writers emphasize cohesiveness within a group of trend setters in society that generally share a rather brief popularity.

In the national newspaper "El Comercio" 497 anglicisms were found. Its use of anglicisms frequency is the highest, while in the tabloid "Extra" there were 198 anglicisms which was more than in the local newspaper "La Randimpa." In this newspaper only 23 anglicisms were found. The main reason that "El Comercio" had the highest frequency is that is a prestigious newspaper which people choose for advertising their products and ideas. Another significant

fact is that this newspaper contains a lot of pages which imply more space for the use of anglicisms.

“Extra” is the second highest newspaper in the usage of anglicisms due to their sensationalism for emphasizing the most lurid, shocking, and emotive aspects of something under discussion or investigation. Besides, this newspaper focuses on topics of crime, sex scandals, and natural disasters that were meant to anger or excite the public, rather than to inform.

An interesting fact is that in the local newspapers “La Randimpa” there are more Shuar words than English words. This is because this newspaper circulates mainly in Morona Santiago where the mainstream population is Shuar. In addition, “La Randimpa” is a new enterprise with small sections.

Definitively, the anglicisms that have had greater frequency are *full, web, overlock, penthouse, Internet* and *club* because they are used in areas of technology and entertainment. These anglicisms generate more interest and a stronger impact due to their brief text in relation to their meaning in Spanish. Besides, they sound better or are more accepted to use when there is no equivalent in Spanish.

The anglicisms that have shown up with less frequency are *rating, mail, cookies, spam, Big brother, Boy scout, flash,* and *background* among others because they are new, unknown or unusual in certain moments.

## **Sociological Analysis**

For the sociological analysis both the opinions of the people interviewed (linguist and frequent readers) and my own thought in relation to the results obtained were considered.

This analysis was based on the opinions about the following aspects:

- Acceptance or rejection about the usage of anglicisms.
- Impact on society and language (enriches or deteriorates).

According to the interviews carried out with the linguist Dr. Mario Calle, a journalist and frequent readers of newspapers, the following opinions are given:

First of all, it is necessary to focus on the phenomenon and the power of English language in the world since it is serving as an international tool for communication which is the main cause for the rapid spread of the English language. Currently, the influence of English's anglicisms in our language is increasing day by day.

The incorporation of many anglicisms into the Spanish language implies two attitudes towards this phenomenon, acceptance and rejection.

An interesting fact is that the majority of the readers think that since anglicisms are so commonly used in internet, media, technology, entertainment, politics, economy and cultural matter; we should also learn how to use them. They consider that people should learn anglicisms as a part of the language and culture because English is treated as the main language with which to communicate

in the world.

When an English word or phrase is employed, there are cases where this word has evolved with greater sophistication than in Spanish. For example, Dr. Mario Calle says that certain headlines and ads in newspapers choose the usage of anglicisms on purpose for the goal of communicating with a specific group (young people who are most receptive towards this language), in order to achieve a special status or be accepted among peers, as well as, because it has a rather strong visual impact on the reader.

Definitively, there is more acceptance among youngsters rather than among adults. Cristian Jaramillo and Julio López agree on the fact that the usage of anglicisms happen mostly at the informal level – among friends, peers, and in a private surrounding.

Some readers' interviewees expressed that they are not worried about English words flooding their language because those words do not appear too frequently in the newspapers. It is perceived as normal for English words to be intertwined into Spanish sentences. In addition, they consider that English words are used as fashionable, sophisticated and generally 'better' than Spanish words.

Another attitude towards the "anglicism phenomenon" is of rejection, the following explains this feeling.

Language change is natural and normal; however, it is a little bit alarming to the extent that English has already influenced different languages.

Juan Luis Cordero, one of the interviewees, expresses that in

bilingual situations, anglicism has a strong interference and that it is not an enriching process at all. He considers that this phenomenon produces misunderstandings, confusion and jumbles recognizable words.

Nowadays, the media is flooding our language with new words and expressions, which are often unnecessary. These expressions and words affect our language due to the incomplete acquisition and incorrect usage of the linguistic norms. Critics consider the new words as 'ugly' and 'unknown' which is a normal negative reaction to linguistic change.

Finally, critics think that only educated people can use or understand the words or phrases in English. They state that many people feel discriminated because they do not have a good education.

As evident from the afore mentioned criteria, there are a multitude of reasons for the usage of anglicisms, such as advances in technology, trade, new ways of thinking, trends in society, and sometimes even prestige. I regard this phenomenon as a natural and inevitable tendency, which happens in all languages due to English, being the most influential language in the world.

Despite the usage of English words in our language, Spanish is still Spanish; our language is intact and under no threat. I do not agree when new terms are introduced in a chaotic manner, according to personal preferences of authors. Such terms are mainly incomprehensible to nonspeakers of English, which leaves them out of the communication.

## CONCLUSIONS

After having finished with this important research, and taking into consideration the information obtained from it, it can be concluded that:

- According to the results during this research, it was determined that the level of influence of the English language on the linguistic expressions used in the three Ecuadorian newspapers was low, especially in the local newspaper “La Ramdimpa” due to the reduced pages that this newspaper produces and to the short sections of technology, entertainment and economy.
- Through a comprehensive research, there were identified 718 anglicisms used in three Ecuadorian newspapers: 497 in the National Newspaper “El Comercio,” representing 69%; 23 anglicisms were found in the Local Newspaper “La Randimpa,” corresponding to 3% and 198 anglicisms were recognized in the Tabloid “Extra” equivalent to 28%.
- According to a deep analysis of the English anglicisms in Ecuadorian newspapers, it was found that some words suffer changes at a syntactic-semantic and a morphological level in Spanish; for example, when adjectives contain the plural -s.
- The Spanish language in the three Ecuadorian newspapers has included many words of different origins: English origins such as *full*, *web*, *overlock*, *penthouse* and *Internet* among others; Latin origins such as *aspirin*, *joke* and *nil*; French origins such as *buffet* and *suite* Greek origins such as *energetic* and Shuar origins such as *arutam*,

*kujan cham, shakaim, nunkui and tsunki*. This is due to the fact that the advance in technology, education, media, new administration, health, music, new religion and economic transactions has become worldwide.

- Definitively, ads in the written sections of the national newspaper “El Comercio”, the tabloid “Extra” and the local newspaper “La Ramdimpa” had the mostly used anglicisms because these sections take on the role of attraction to maximize consumer interest and awareness. Besides, the use of anglicisms appeals to the feelings of the people which will also increase the popularity of the advertising and consequently the demand of the product.

- It is necessary to indicate that social pages are also the sections with a higher frequency of use of anglicisms. These sections can be found in the newspaper “El Comercio” and the tabloid “Extra” because they have a chance to mark their uniqueness and show that they are different, sometimes better or even part of a more prestigious group.

- There is a high level of acceptance of anglicisms in Ecuadorians especially in younger readers. This is a way they show that they are “cooler” and more “modern” considering English as an international language for communication which is the main cause for the English language spreading so quickly.

- This research involves so much importance due to the fact that the current rise in the number of words being borrowed from English provides enough stimulus to learn how our language changes as a



result of a long process of development, cultural and social traditions and some other more recent tendencies. Despite the fact that this research is significant it represents an unexplored field.

- I consider this research very useful and fertile because it provides basic information about the most frequent anglicisms used in Ecuadorian newspapers and it increases our knowledge of the reality of our language. Besides this, I learned about the attitudes and reasons for this phenomenon, what types of anglicisms there are, and how they are integrated into the system of the Spanish language, with respect to their orthographic, phonological, morphological and semantic properties.

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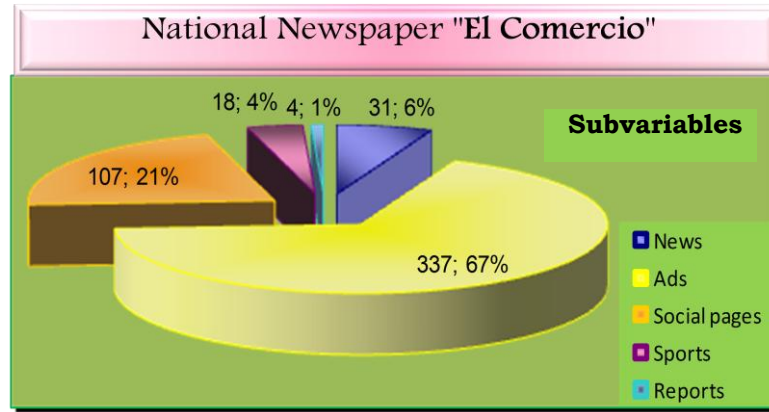
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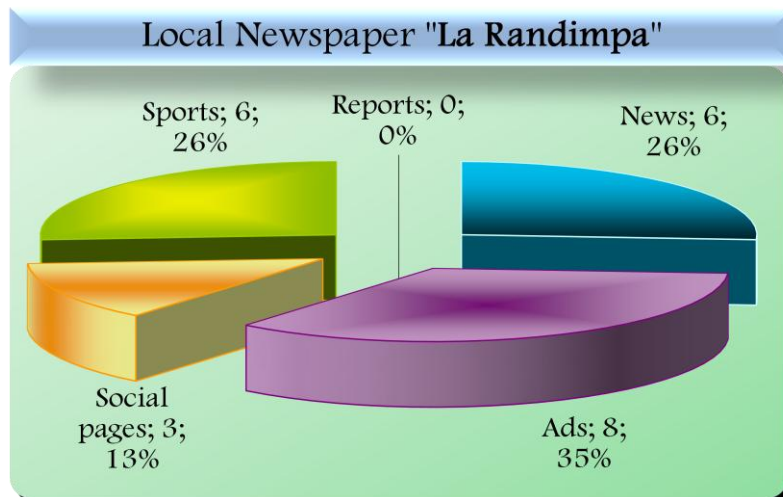
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## ANNEXES

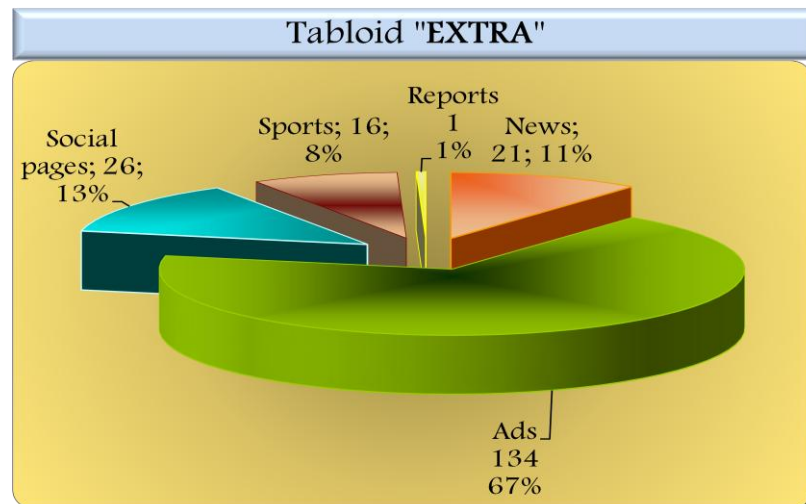
**Graph 1**



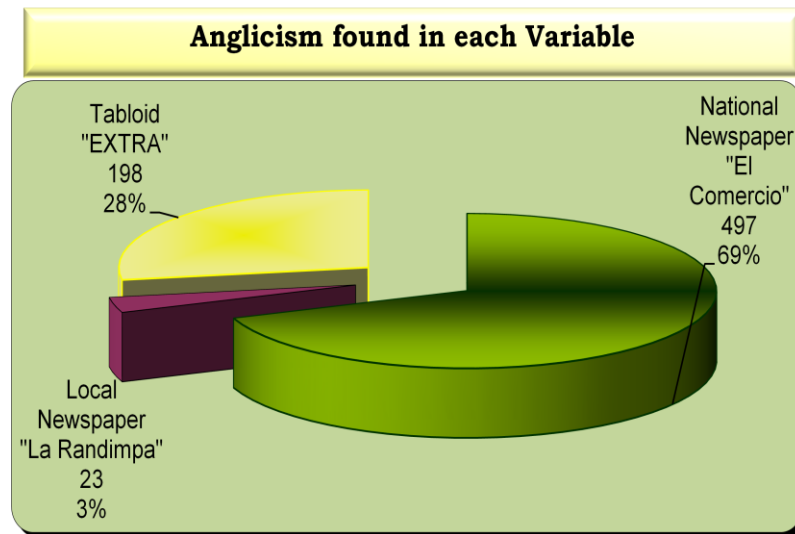
**Graph 2**



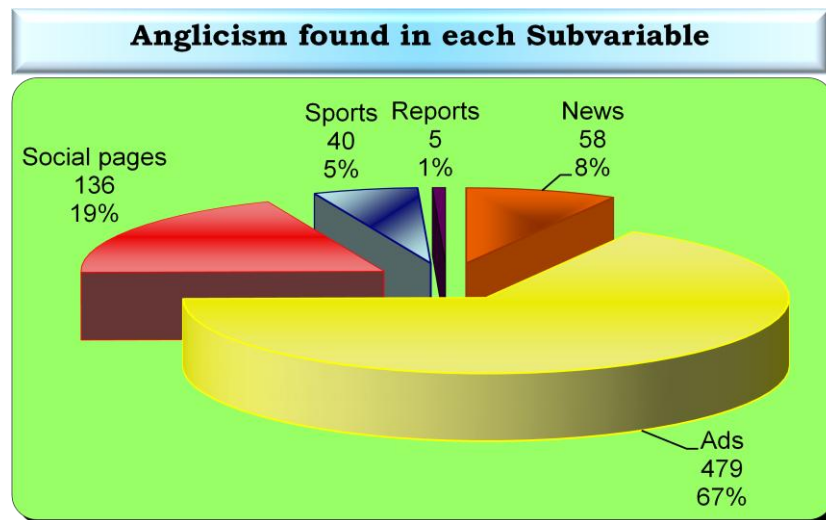
**Graph 3**



**Graph 4**



**Graph 5**





## ANNEX 2

### QUALITATIVE TABULATION

Chart One

Variable: National Newspaper “El Comercio”

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Two

Variable: National Newspaper “El Comercio”

Subvariable: Ads

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Three

Variable: National Newspaper “El Comercio”

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Four

Variable: National Newspaper “El Comercio”

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Five

Variable: National Newspaper “El Comercio”

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Six

Variable: Local Newspaper “La Randimpa”

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Seven

Variable: Local Newspaper "La Randimpa"

Subvariable: Ads

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Eight

Variable: Local Newspaper "La Randimpa"

Subvariable: Social pages

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Nine

Variable: Local Newspaper "La Randimpa"

Subvariable: Sports

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Ten

Variable: Tabloid “Extra”

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Eleven

Variable: Tabloid “Extra”

Subvariable: Ads

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Twelve

Variable: Tabloid “Extra”

Subvariable: Social pages

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Thirteen

Variable: Tabloid “Extra”

Subvariable: Reports

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

Chart Fourtee

Variable: Tabloid “Extra”

Subvariable: Sports

<b>Anglicism</b>	<b>Examples</b>	<b>Number that words were repeated</b>	<b>Title of the article</b>	<b>Date</b>

Author: Tania Lucero

## **QUANTITATIVE TABULATION**

Chart Fifteen

Variable: National Newspaper “El Comercio”

<b>Anglicisms</b>	<b>Section</b>	<b>f</b>	<b>%</b>
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

Author: Tania Lucero



Chart nineteen

Variables and subvariables Summary

Section	National Newspaper "El Comercio"		Local Newspaper "La Randimpa"		Tabloid "Extra"		<b>TOTAL</b>	
	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>	<b>f</b>	<b>%</b>
News								
Ads								
Social pages								
Sports								
Reports								
<b>TOTAL</b>								

Author: Tania Lucero

### **ANNEX 3**

#### **INTERVIEW ON THE USE OF ANGLICISMS IN SPANISH**

1. ¿Hoy en día, Ud. piensa que anglicismos (un tipo de préstamo de la lengua inglesa) domina nuestro lenguaje?
2. ¿Ud. considera que anglicismos influencia positivamente o negativamente en nuestro lenguaje?
- 3.Cuál es su actitud hacia la influencia de los anglicismos? Esto le molesta o esto le suena natural?
4. ¿Cuáles podrían ser las razones porque los escritores ecuatorianos prefieren usar palabras en inglés en vez de sus equivalentes en Español?
5. ¿Ud. usa palabras inglesas en su entorno? Cuán a menudo y cuáles son las situaciones donde las usadas y por qué?
6. ¿Ud. piensa que quizá algún día los escritores ecuatorianos podrían llegar a usar únicamente palabras ingleses como *full* en vez de su equivalente *lleno, completo y ocupado*?