



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA

La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN

MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

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

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

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CENTRO UNIVERSITARIO QUITO

2010

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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 Tecnica Particular de Loja.

Loja, September 2010

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Abstract

This analytic and descriptive research investigates the use and presence of anglicisms in Ecuadorian newspapers. Through this research, I want to become aware of the use of anglicisms in our nation's newspapers, identify the social factors that cause language variation in Ecuador, and question whether anglicisms used in these Ecuadorian newspapers are really necessary to carry out the message to the reader.

The Ecuadorian newspapers used to accomplish this research are seven national El Comercio newspapers, seven local Ultimas Noticias newspapers, and seven El Extra tabloids. All of these newspapers were published in the year 2009 in South America's Ecuador. The ads, news, reports, social pages, and sports section of each of the above mentioned newspapers were analyzed.

In order to carry out this analytic and descriptive research, all the 21 above mentioned newspapers were purchased. Then each newspaper was read entirely. Every anglicism found in the respective newspaper was highlighted and documented for further analysis.

The results section of this research contains charts that document the qualitative and quantitative results obtained in all 21 newspapers. The qualitative charts document which anglicism was found in each newspaper, the total number of times the anglicism was found, and an example directly from the text that uses the documented anglicism. The

quantitative charts include the frequency of anglicisms found in each section of each type of newspaper and the frequency of use of the five most occurring anglicisms.

Finally, this research demonstrates that anglicisms are frequently used in Ecuadorian newspapers. In addition, this research shows that many anglicisms used in Ecuadorian newspapers are used without need. Even though Spanish equivalent words exist for these anglicisms, newspaper writers, editors, and advertisers prefer to use the anglicisms over the Spanish words.

Introduction

This research investigates the use of anglicisms in Ecuadorian newspapers. Nowadays, English is the most widespread language of the world. Therefore, anglicisms are used more and more in all of the world's languages. This research will provide us with information about how English is influencing the Spanish language in Ecuador in terms of anglicisms.

In Ecuador, not many previous studies have been done regarding the use of anglicisms in the Spanish language. However, outside Ecuador, Christopher Rollason's *Language Borrowings in a Context of Unequal Systems: Anglicisms in French and Spanish* examines the phenomenon of anglicisms in the Spanish language spoken in Spain. Rollason analyzes the written language in journalistic, technical, and business registers. In his research, Rollason explains that part of the reason anglicisms exist in the Spanish language is because the English language is now highly used at an international level. In addition this research states that "the most recent wave of anglicisms in Spanish has had particular incidence in such US-dominated fields as management and information technology." While this research does investigate the use of anglicisms in Spanish, the research does not entirely apply to Spanish in Ecuador since the investigation was done solely on Spanish in Spain. Therefore, we should not assume that Rollason's research also

refers entirely to Ecuador. Ecuador is a country independent of Spain with many different cultural and political views from those of Spain. These differences can definitely mark a difference on anglicism usage in Ecuador compared to Spain.

Due to little prior research on anglicisms in Ecuador's Spanish, this research is very valuable to Ecuador. We as a society must become aware of the variation in language usage in newspapers regarding expressions containing anglicisms. Becoming aware of anglicisms in our language will help us to decide if we really need to use as many anglicisms as we do. Hopefully this research will make us conscious of unnecessary anglicisms in our Spanish expressions. Being conscious of this unnecessary use will help us preserve our Spanish language by limiting the use of anglicisms.

The main reason I have conducted this research is to obtain my bachelor's degree in teaching English. In addition, this research project is very interesting since it concerns a topic that has received very little recent research in our country. In order to conduct this research, I had to purchase twenty one Ecuadorian newspapers in order to analyze the newspapers for anglicism usage. In addition, I had to research anglicisms and related topics on the internet and in public libraries. I also interviewed linguists, news reporters, and educated readers regarding the subject of anglicisms in Ecuador. Then, I connected all

the collected data from the previously mentioned resources in order to put together my investigation and further analyze the topic. During the research process, a limitation I came across was the little research done in Ecuador about anglicisms. Being a fairly new topic to investigate, made available data scarce.

Finally, under my criteria, I will describe the level of achievement of each specific objective in this research. First, this investigation was able to determine at a 100% that the English language highly influences linguistic expressions used in Ecuadorian newspapers.

Second, this research identified at a 95% the most commonly used syntactic and lexical anglicisms used in newspaper material in Ecuador. This research alone cannot prove which anglicisms are the most commonly used anglicisms in all Ecuadorian newspapers because a larger sample of Ecuadorian newspapers would need to be analyzed in order to make such a conclusion.

Third, this investigation is able to make a 100% analysis of the etymological, syntactic-semantic, and morphological aspects of thirty randomly picked anglicisms from the 21 analyzed Ecuadorian newspapers.

Fourth, this thesis project was able to determine at a 100% which written sections of these Ecuadorian newspapers use the most anglicisms.

Finally, this research is able to determine the level of acceptance Ecuadorians have on the use of anglicisms in newspapers at a 40%. This research cannot determine the definite level of acceptance of the use of anglicisms in Ecuadorian newspapers since only a tiny sample of Ecuador's total population was interviewed regarding this subject. In order to achieve an actual level of acceptance of anglicisms in Ecuador, a research based solely on this objective should be carried out on a large sample of Ecuador's total inhabitants.

Methodology

This section of this research describes how this research was accomplished. To begin with, this research uses the analytical and descriptive methods in order to carry out the descriptive and statistical analysis and the interpretation of data collected in the field research. In addition, the bibliographic method was used to record the scientific material used to carry out the theoretical frame.

For the theoretical part of this investigation, linguistic text books were researched at the University of San Francisco's library. I also used available data from the internet for this theoretical frame. For each book and internet article that provided me with important and useful information, I kept a record of its bibliographic information.

For the socio-linguistic analysis, I had to interview a linguist, a news reporter, and five educated newspaper readers. I was able to find all of my interviewed subjects at my workplace, the Colegio Menor de San Francisco. During these interviews, I asked my subjects the same twelve questions included in the annex of this research. I recorded all of the interviewees' answers in my personal notebook in order to later analyze their responses in addition to my own personal thoughts and research.

For the collection of data concerning anglicisms in Ecuadorian newspapers, I collected twenty one Ecuadorian newspapers. The Ecuadorian newspapers I used are seven national El Comercio newspapers, seven local Ultimas Noticias newspapers, and seven El Extra tabloids all published in the year 2009. Then, I highlighted every anglicism found in the ads, news, reports, social pages, and sports section of each of the above mentioned newspapers. Every anglicism found and highlighted in these newspapers was recorded in the charts included in the results section of this investigation.

Next, I randomly chose ten anglicisms from each researched newspaper (ten from El Comercio, ten from Ultimas Noticias, and ten from El Extra). I then analyzed the etymological, syntactic-semantic, and morphological variations of each of these randomly chosen anglicisms. Then, I used the data collected from these thirty words, the data collected from the newspapers, the data collected from the interviews conducted, and my own opinions to interpret, analyze, and conduct the analysis section of this research.

Finally, all the information gathered in the research process and the analysis process was used to form the conclusions of this research.

RESULTS

The following charts include all of the anglicisms found in the twenty one (seven of each) tabloid, local, and national Ecuadorian newspapers researched. The charts are divided into five sub variables. The sub variables consist of news, ads, reports, social pages, and sports sections. The sports and ads charts have the most anglicisms. The social pages charts have the least number of anglicisms. These 21 newspapers are newspapers published during the month of October 2009 in Quito, Ecuador.

Chart: 1
 National
 Newspaper
 Variable: El Comercio
 Subvariable: News

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
VIP	...de que se cerro la puerta de la sala VIP del pequeño...	1	El acuerdo Gobierno-Shuar no se concreta	04-Oct-09
laptops	...uniformes policiales, cuatro latops, 98 radios...	1	Un operativo en las cachinerias de Quito	04-Oct-09
coaching	Corpei lanza plan 'coaching'	2	Corpei lanza plan 'coaching'	04-Oct-09
ranking	...que Italia ha bajado en el 'ranking' internacional.	1	100000 personas desfilaron por la libertad de prensa	04-Oct-09
rock	...que nos adopto a todos, no importaba el genero: rock, folclore...	1	Los argentinos despidieron a 'La Negra'	05-Oct-09
folclore	...que nos adopto a todos, no importaba el genero: rock, folclore...	1	Los argentinos despidieron a 'La Negra'	05-Oct-09
TV	...autorizo que el cotejo contra Uruguay se vea por TV en Quito.	3	Todo el ecuador podra mirar el partido de la Tri	06/Oct/09, 12/Oct/09

web	Escuche en la Web analista...	5	Web, En Breve	06/Oct/09, 12/Oct/09
call center	El 'call center' de la Alcaldía recibe entre 500...	6	El 1-800 de la Emaap tiene fallas	06-Oct-09
casting	Ayer se realizo el 1er. 'casting' para Reina	3	Ayer se realizo el 1er. 'casting' para Reina	06-Oct-09
expres	Los secuestros expres son mas violentos	4	Los secuestros expres son mas violentos	12-Oct-09
futbol	...la Selección ecuatoriana de futbol.	1	El control crecio por el partido de la Tri	12-Oct-09
bares	...las personas que llegaron a los bares a mirar...	1	El control crecio por el partido de la Tri	12-Oct-09
red	...versiones en capacidad de red...	1	Todo listo para empezar la portabilidad	12-Oct-09
software	...del consorcio aseguro que el software...	1	Todo listo para empezar la portabilidad	12-Oct-09
redes	...que fusionaria las redes de cable...	3	Posible fusion de NBC Universal y Comcast crearia rival para ESPN	12-Oct-09
golf	...y Golf Channel y otras redes...	1	Posible fusion de NBC Universal y Comcast crearia rival para ESPN	12-Oct-09

channel	...y Golf Channel y otras redes...	1	Posible fusion de NBC Universal y Comcast crearia rival para ESPN	12-Oct-09
Shh	...titulado 'Shh... secreto'.	1	Emilio Palacios afronta 2 demandas penales	13-Oct-09

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Chart: 2
 National
 Newspaper
 Variable: El Comercio
 Subvariable: Ads

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
set	...KitchenAid te regalan: un set de cocina...	2	Kithchen Aid Ad	04-Oct-09
Internet	Internet Banda Ancha Movil	8	Portsa Ad	04/Oct/09, 05/Oct/09, 13/ Oct/09
Happy	Happy Chili's Hour 2x1	2	Chilis Restaurant Ad	04/Oct/09, 06/Oct/09,
Hour	Happy Chili's Hour 2x1	2	Chilis Restaurant Ad	04/Oct/09, 06/Oct/09,
TV	Produccion de TV y Multimedia	3	Universidad Tecnologica America Ad	04-Oct-09
marketing	Marketing y Negociacion Comercial Internacional	7	Universidad Tecnologica America Ad, Universidad Alfredo Perez Guerrero, Clasificados	04/Oct/09, 05/Oct/09,
yes	Digale..."Yes" al ingles con Howard	4	Howard Ad	04/Oct/09, 05/Oct/09, 07/Oct/09, 12/Oct/09
networking	Sistemas de Informacion y Networking	1	Universidad Alfredo Perez Guerrero	04-Oct-09

full	Arriendo Suite full amoblada...	164	Clasificados	04/Oct/09, 05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 12/Oct/09, 13/Oct/09
penthouse	Bellavista penthouse estrenar...	3	Clasificados	04/Oct/09, 05/Oct/09
walking	...walking closet...	1	Clasificados	04-Oct-09
closet	...walking closet...	1	Clasificados	04-Oct-09
Hardware	Hardware	5	Clasificados	04/Oct/09, 05/Oct/09, 07/Oct/09, 08/Oct/09, 13/Oct/09
Software	Software	2	Clasificados	04-Oct-09
web	...Diseño paginas Web...	1	Clasificados	04-Oct-09
CD	Copiamos Cds Dvds bajos precios...	4	Clasificados	04/Oct/09, 05/Oct/09
DVD	Copiamos Cds Dvds bajos precios...	2	Clasificados	04/Oct/09, 06/Oct/09
ping pong	Baratisimo billares, ping pong...	1	Clasificados	04-Oct-09
laptop	Laptop, Toshiba,...	5	Clasificados	04/Oct/09, 05/Oct/09, 07/Oct/09
chip	Importador de celulares doble chip television...	3	Clasificados	04/Oct/09, 05/Oct/09, 08/Oct/09
hostess	...Anfitrionas (Hostess) de 23 a 28 años...	1	Clasificados	04-Oct-09

bar	Señoritas, meseras, bar...	2	Clasificados	04/Oct/09, 07/Oct/09
rent a car	..una de las marcas mas grandes de rent a car en el mundo.	4	Avis Ad	05-Oct-09
airbag	...Airbag conductor...	1	Kia Motors ad	05-Oct-09
mp3	...Radio CD mp3...	2	Kia Motors ad	05-Oct-09
squash	... 3 bodegas piscinas sauna squash...	1	clasificados	05-Oct-09
confort	...todo confort para oficinas...	2	clasificados	05-Oct-09
club	...vista privilegiada, club privado...	4	clasificados	05/Oct/09, 07/Oct/09
flash	Importador celulares doble chip television radio 2GB camara flash messenger...	1	clasificados	05-Oct-09
messenger	Importador celulares doble chip television radio 2GB camara flash messenger...	1	clasificados	05-Oct-09
overlock	Costureras expértas overlock industrial...	4	clasificados	05-Oct-09
master	Master Porta requiere Ejecutivos...	1	clasificados	05-Oct-09

growing up	Growing up promotora, te invita a capacitarte como lider.	1	clasificados	05-Oct-09
aerobicos	Instructor pesas y otro Aerobicos necesita...	2	clasificados	05-Oct-09
futbol	...para las disciplinas de futbol y basquet.	1	clasificados	05-Oct-09
basquet	...para las disciplinas de futbol y basquet.	1	clasificados	05-Oct-09
dry foam	Lavado alfombras muebles metodo'Dry Foam'...	1	clasificados	05-Oct-09
shoes	Viviana Lopez Shoes	1	clasificados	07-Oct-09
barman	Planchero, Barman ayudante cocina...	1	clasificados	08-Oct-09
ranking	Ranking estudio de calidad 2009 J.D. power	1	Elantra Ad	12-Oct-09
power	Ranking estudio de calidad 2009 J.D. power	1	Elantra Ad	12-Oct-09
fotolight	...fotolight, ultrasonido, y otras...	1	clasificados	13-Oct-09
cash	Oro Compro cash, monedas...	1	clasificados	13-Oct-09

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Chart: 3
 National
 Newspaper
 Variable: El Comercio
 Subvariable: Reports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
internet	La educacion incide en el uso del Internet	6	La educacion incide en el uso del Internet	04/Oct/09, 12/Oct/09
tv	...me voy a la TV pagada, a la Internet o me...	3	Los Simpson retratan la sociedad estúpida	04-Oct-09
dvd	...me compro la temporada en DVD y lo veo.	4	Los Simpson retratan la sociedad estúpida	04/Oct/09, 08/Oct/09
tip(s)	Desde servicios gratuitos hasta 'tips' antirobo...	3	La telefonía móvil guarda sus trucos	04-Oct-09
web	...con la nueva página web forma parte de la...	5	Yahoo! Abre su página a desarrolladores	04/Oct/09, 05/Oct/09
mouse	...esta tecnología, el sistema opera como un 'mouse' (ratón).	1	El teclado virtual usa luz láser	04-Oct-09
CD	...revista o CD y DVD.	1	La tarjeta digital registra el libro	04-Oct-09

RFID	...devolver los libros se llama RFID.	4	La tarjeta digital registra el libro	04-Oct-09
chips	esta tecnologia ya es utilizada en los chips...	1	La tarjeta digital registra el libro	04-Oct-09
wireless	Para ella, la tecnologia 'wireless' ha...	1	La tarjeta digital registra el libro	04-Oct-09
Red	...enviar y recibir mensajes por la Red.	2	El Correo Electronico	04-Oct-09
clown	Uno de mis comics salio de mi personaje de 'clown'. Me gusta hacer reir a los niños	8	Uno de mis comics salio de mi personaje de 'clown'. Me gusta hacer reir a los niños	04/Oct/09, 06/Oct/09, 13/Oct, 09
rock	El rock de Enrique Bunbury llega a Quito	3	El rock de Enrique Bunbury llega a Quito	04-Oct-09
castings	Cuando acudia a los 'castings' le...	1	Un ecuatoriano busca triunfar en la industria del cine de Hollywood	04-Oct-09
filmar/filmo/filme	...volvio a filmar su propia pelicula, en una version...	7	Hollywood se repite hasta el cansancio	04-Oct-09
remake	Tienes un email, donde lograron un aceptable 'remake' del clasico...	7	Hollywood se repite hasta el cansancio	04-Oct-09

email	Tienes un email', donde lograron un aceptable 'remake' del clasico...	1	Hollywood se repite hasta el cansancio	04-Oct-09
link	A traves del link de Leyes y Reglamentos...	1	Punto de Enlace	05-Oct-09
What's news	what's news	3	whats news	05/Oct/09, 07/Oct/09, 12/Oct/09
rol	El nuevo rol del FMI: ser la mano derecha del G-20	1	El nuevo rol del FMI: ser la mano derecha del G-20	05-Oct-09
club	...que ejercen naciones que no son parte del club.	1	El nuevo rol del FMI: ser la mano derecha del G-20	05-Oct-09
Wall Street	wall street	1	El Mundo-Ilusiones	06-Oct-09
comic	Matta, entre comic y politica	2	Matta, entre comic y politica	06-Oct-09
software	El acuerdo permitara a Emerson unir el software...	1	What's News	07-Oct-09
CCD	...existosa de imágenes que usa un sensor digital CCD (siglas en ingles de dispositivo de carga emparejada).	1	3 cientificos jubilados ganan el Premio Nobel de Fisica	07-Oct-09

folclor/folclore/ Folcloreando/folclorica	El folclor sigue vigente en Latinoamerica	8	El folclor sigue vigente en Latinoamerica	07-Oct-09
baipas	...mas a la manga o al baipas gasticos.	1	Dos Cirugias sirven contra la obesidad	12-Oct-09
commodities	China busca influir en los 'commodities' con la creacion de mercados de futuros	2	China busca influir en los 'commodities' con la creacion de mercados de futuros	12-Oct-09

Author: Juanita Garcia

Chart: 4
 National
 Newspaper
 Variable: El Comercio
 Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
reggae	...una noche dedicada al reggae, dancehall, dub, ska, y rocksteady.	1	Sesiones de reggae en el bar 'La Playa'	08-Oct-09
dancehall	...una noche dedicada al reggae, dancehall, dub, ska, y rocksteady.	1	Sesiones de reggae en el bar 'La Playa'	08-Oct-09
dub	...una noche dedicada al reggae, dancehall, dub, ska, y rocksteady.	1	Sesiones de reggae en el bar 'La Playa'	08-Oct-09
ska	...una noche dedicada al reggae, dancehall, dub, ska, y rocksteady.	1	Sesiones de reggae en el bar 'La Playa'	08-Oct-09
rocksteady	...una noche dedicada al reggae, dancehall, dub, ska, y rocksteady.	1	Sesiones de reggae en el bar 'La Playa'	08-Oct-09

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Chart: 5
 National
 Newspaper
 Variable: El Comercio
 Subvariable: Sports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
goles, gol, goleo	"Los goles fueron de Jose Luis..."	7	Barcelona salva la categoria	04-Oct-09
ring	"El drama tambien se vive fuera del 'ring' de boxeo"	4	"El drama tambien se vive fuera del 'ring' de boxeo"	04/Oct/09, 12/Oct/09
boxeo	"El drama tambien se vive fuera del 'ring' de boxeo"	5	"El drama tambien se vive fuera del 'ring' de boxeo"	04/Oct/09, 05/Oct/09, 13/Oct/09
boxeador	"El drama tambien se vive fuera del 'ring' de boxeo"	3	"El drama tambien se vive fuera del 'ring' de boxeo"	04/Oct/09, 05/Oct/09
futbol (futebol)	Nada menos que la sede del Campeonato Mundial de Futbol de 2014.	37	Brasil, Lula iras!	04/Oct/09, 05/Oct/09, 13/Oct/09
club	...presidente de la Comision de Futbol del club...	21	Barcelona gano y salvo la categoria; El Nacional empato y quedo fuera	04/Oct/09, 05/Oct/09, 06/Oct/09, 08/Oct/09, 12/Oct/09

singles	con la jornada empieza con la definicion en dobles y despues, en singles.	1	Salamanca y Decoud disputan la final	04-Oct-09
tenis	TENIS La final del Challenger...	11	Salamanca y Decoud disputan la final	04/Oct/09, 05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 13/Oct/09
game	...en el sexto 'game' y mantuvo...	1	Salamanca y Decoud disputan la final	04-Oct-09
golf-golfistas	...con la participacion de 102 golfistas,...	2	La embajada Britanica triunfo en Los Chillos	04-Oct-09
pole position	...desde la 'pole position' con su Red Bull...	2	S. Vettel sobrevivio a los accidentes y parte primero	04-Oct-09
pole	...en las pruebas de clasificacion, obtuvo la 'pole'.	1	Lorenzo supero a Rossi en las clasificatorias	04-Oct-09
boxeo/boxeador	El drama vive alrededor del 'Ring' de Boxeo	4	El drama vive alrededor del 'Ring' de Boxeo	04-Oct-09
bikers	tambien llaman la atencion de los 'bikers'.	1	Ecuador es un inmenso patio de Recreo	04-Oct-09
internet	...que se mandaron a traer de EE.UU. por Internet.	5	Ecuador es un inmenso patio de Recreo	04/Oct/09, 05/Oct/09, 06/Oct/09, 08/Oct/09, 12/Oct/09

best seller	...sea hoy un escritor 'best seller' con una...	1	El Vacío, como un crimen perfecto	04-Oct-09
thriller	Un 'thriller' en el que un bravo monje...	1	El Vacío, como un crimen perfecto	04-Oct-09
cd	...Su nuevo CD, 'Love is the answer'...	2	Barbra Streisand: 50 años de carrera y nuevo disco	04-Oct-09
rankings	...ventado los 'rankings' con su más reciente trabajo.	1	Clapton si tiene memoria	04-Oct-09
sexy	Erotica, sexy y lasciva: una imagen...	1	Brigitte Bardot, 75 años del mito sensual francés	04-Oct-09
gol-goles-goleador	La figura y los goleadores	32	El Templo Del ¡Hincha!	05-Oct-09
iceberg	...transmitían la misma energía de un iceberg.	1	De frente mar a la derrota	05-Oct-09
vote	Vote por su equipo favorito.	1	web	05-Oct-09
estrés	A los técnicos les quedan 180 minutos de estrés	2	A los técnicos les quedan 180 minutos de estrés	05-Oct-09
pole	Vettel aprovecho su 'pole' para realizar...	1	Vettel gana y pelea por el campeonato	05-Oct-09

challenger	Carlos Salamanca se impuso en la final del Challenger quiteño	3	Carlos Salamanca se impuso en la final del Challenger quiteño	05-Oct-09
tenista	El tenista norteño, de 26 años, ayer apelo a su saque...	2	Carlos Salamanca se impuso en la final del Challenger quiteño	05-Oct-09
set	Por ello, el primer set se definio por muerte subita (tie break).	7	Carlos Salamanca se impuso en la final del Challenger quiteño	05-Oct-09
tie break	Por ello, el primer set se definio por muerte subita (tie break).	1	Carlos Salamanca se impuso en la final del Challenger quiteño	05-Oct-09
aces	De hecho, Salamanca realizo 11 aces en el partido...	1	Carlos Salamanca se impuso en la final del Challenger quiteño	05-Oct-09
ranking	El campeon se aseguro 75 puntos para el 'ranking' de la...	3	Carlos Salamanca se impuso en la final del Challenger quiteño	05/Oct/09, 07/Oct/09
rally	...y segundo ayer en el rally de Cataluña,...	1	En breve	05-Oct-09

country club	En el Arrayanes Country Club, en Pichincha.	10	El golf requiere ejercicios previos	05-Oct-09
golf/golfista	Pero si el golfista es expeimentado...	1	El golf requiere ejercicios previos	05-Oct-09
beisbol	Un partido de beisbol con Fidel, Hugo y Rafael.	2	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
hockey	Bart y Lisa se convirtieron en tivals cuando jugaban Hockey.	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
show	...Los Simpsons vencian en audiencia al Show de Bill Cosby.	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
basquetbolista	...Yao Ming (basquetbolista)...	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
super bowl	Por que no le vendian entradas para el Super Bowl.	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
skate	El skate.	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09
baloncesto	El baloncesto.	1	Homero tambien tomo el pelo al mucndo del deporte	05-Oct-09

squash	Torneo abierto de squash en cuenca	2	Agenda Deportiva	05-Oct-09
showball	torneo de showball	2	Agenda Deportiva	05-Oct-09
streetball	Torneo de streetball en cuenca	1	Agenda Deportiva	05-Oct-09
aerobicos	Aerobicos al aire libre para todos	2	Agenda Deportiva	05-Oct-09
baloncesto	...la jornada deportiva a nivel amateur: baloncesto, tenis...	2	Agenda Deportiva	05-Oct-09
kart/karting	Calero gana y quiere ir al Mundial de Kart	2	Calero gana y quiere ir al Mundial de Kart	06-Oct-09
futbol/futbolistas	La Federacion Ecuatoriana de Futbol (FEF) establecio un cerco para que...	13	La Tri se entreno con los titulares	06-Oct-09
TV	La señal de TV del cotejo de la Tri...	1	WEB	06-Oct-09
sporting	... en el medio local defendiendo el arco de Defensor Sporting.	2	Rodriguez se suma a las bajas que tendra Uruguay en Quito	06-Oct-09
goles/goleado/gol/goleo	...tras caer goleado por 5-1 ante...	6	Futbol de America	06-Oct-09

play offs	...habian llegado a los 'play offs' fue en 2005...	5	Futbol de America	06/Oct/09, 13/Oct/09
golf	Golf	4	En breve	06/Oct/09, 07/Oct/09, 08/Oct/09
goleadores/goles	4 jugadores han anotado 18 goles	4	4 jugadores han anotado 18 goles	07-Oct-09
futbolisticas/futbol/futbolistas	...realizo sin problemas las tareas futbolisticas.	3	Vizuite escoge el equipo titular en el Atahualpa	07-Oct-09
cross country	Cross Country	2	En breve	07-Oct-09
basquetbol	Basquetbol	1	En breve	07-Oct-09
box/boxeo	...de Boxeo (AMB) luego de vencer ayer...	2	Via satelite	07-Oct-09
baloncesto/basquetbolista	El basquetbolista de los Angeles lakers...	2	Via satelite	07-Oct-09
rugby	El rugby y el golf podrian estar en Rio	2	Via satelite	07-Oct-09
showbol	Guayaquil disfruta hoy del 'showbol'	2	Guayaquil disfruta hoy del 'showbol'	08-Oct-09
futbolistas/futbol	...a ex futbolistas argentinos en el llamado...	4	Guayaquil disfruta hoy del 'showbol'	08-Oct-09
goleador/goles	...marco ocho goles con su pais.	4	Luis Suarez es la nueva sensacion en la delantera de los uruguayos	08-Oct-09

manager	...Diego maradona con el manager...	1	Maradona, en lios por su amenaza de renuncia	08-Oct-09
gol/goles/goleo	...anota el gol de Ecuador...	3	Uruguay vencio en Quito con una aplicada defensa y suerte	12-Oct-09
futbol/futbolistas	...del futbol de Guatemala, tras vencer...	8	En breve	12-Oct-09
boxistica	En la velada boxistica tambien...	1	Agenda Deportiva	12-Oct-09
squash	El Panamericano de squash convoca a 12 paises	1	Agenda Deportiva	12-Oct-09
rugby	El rugby se toma el pais	1	Agenda Deportiva	12-Oct-09
goleador	...vertirse en goleador de esta fase...	1	Bielsa anuncio 'total seriedad' para el partido con Ecuador	13-Oct-09
hacker/hackeada	Hacker' invadio la web de Diego Maradona	2	Solo futbol	13-Oct-09
web	Hacker' invadio la web de Diego Maradona	2	Solo futbol	13-Oct-09

Author: Juanita Garcia

Chart: 6

Variable: Local Newspaper
Ultimas Noticias

Subvariable: News

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
ranking	Asi es el ranking de los malos vecinos	1	Asi es el ranking de los malos vecinos	06-Oct-09
Down	El tenia sindrome de Down.	1	Se Sospecha De un Litigio de Dinero	08-Oct-09
TV	Yo me entere de la muerte por la TV...	2	Por la prensa supe lo que paso con nuestra plata'	08-Oct-09

Author: Juanita Garcia

Chart: 7

Variable: Local Newspaper
Ultimas Noticias

Subvariable: Ads

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
yes	Digale... "Yes" al ingles con Howard	1	Howard Ad	05-Oct-09
rento	Desde \$5 Rento autos camionetas...	1	Clasificados	05-Oct-09
internet	\$60 "Super Promocion" Internet Estudiantil	8	Clasificados	05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09
USB	Satelitales, actualizando USB, "Graba Peliculas"...	2	Clasificados	05/Oct/09, 07/Oct/09
web	Diseñador web, base de datos	4	Clasificados	05/Oct/09, 07/Oct/09, 08/Oct/09, 15/Oct/09
mix	Mix CD Movil	2	Clasificados	05/Oct/09, 06/Oct/09
cd	Mix CD Movil	6	Clasificados	05/Oct/09, 06/Oct/09, 08/Oct/09
USB	Satelitales, actualizando USB, "Graba Peliculas"...	2	Clasificados	06-Oct-09

city	Tours Manta Salinas Atacames City Tour	1	Clasificados	06-Oct-09
tour	Tours Manta Salinas Atacames City Tour	1	Clasificados	06-Oct-09
dvd	Oportunidad 5,000 peliculas 100% DVD	1	Clasificados	06-Oct-09
relax	Atencion, Instalamos negocio Relax Jade	1	Clasificados	06-Oct-09
cyber	...Cuatro cabinas \$800, Cyber Internet \$1500.	2	Clasificados	06/Oct/09, 07/Oct/09
bar	Señoritas para atender Bar Karaoke	4	Clasificados	06/Oct/09, 07/Oct/09, 08/Oct/09
discomovil	Discomovil profesional especial	2	Clasificados	06-Oct-09
videomax	Videomax Flimacion profesional.	1	Clasificados	06-Oct-09
dry foam	Lavado alfombras muebles metodo'Dry Foam'	1	Clasificados	06-Oct-09
TV	\$135 Tv, satelital, solo mayorista, deco...	3	Clasificados	07-Oct-09
full	Nissan Sentra 2005, Automatico, Full Equipo...	5	Clasificados	08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09

chef	Chef Center Tu Escuela de Chefs	6	Clasificados	08/Oct/09, 13/Oct/09, 15/Oct/09
center	Chef Center Tu Escuela de Chefs	3	Clasificados	08/Oct/09, 13/Oct/09, 15/Oct/09
Laptops	Laptops: nuevas \$550, usadas \$300...	1	Clasificados	15-Oct-09

Author: Juanita Garcia

Chart: 8

Variable: Local Newspaper
Ultimas Noticias

Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
goles	Grite los Goles Bien Comido	1	Grite los Goles Bien Comido	08-Oct-09
grill	...con variedad de platos al grill...	1	Grite los Goles Bien Comido	08-Oct-09

Author: Juanita Garcia

Chart: 9

Variable: Local Newspaper
Ultimas Noticias

Subvariable: Reports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
goleada	¡Que vergüenza, Señor Presidente! Los malos nos estan ganando y por goleadas'	2	¡Que vergüenza, Señor Presidente! Los malos nos estan ganando y por goleadas'	07-Oct-09
TV	...me voy a la TV pagada...	5	Los Simpson solo retratan a la sociedad estúpida'	07-Oct-09
DVD	...o me compro la temporada en DVD...	1	Los Simpson solo retratan a la sociedad estúpida'	07-Oct-09
rock	Mañana en Rock y metal conozca mas de este artista español.	4	Bunbury, Un Heroe en los Escenarios	07/Oct/09, 08/Oct/09
metal	Mañana en Rock y metal conozca mas de este artista español.	4	Bunbury, Un Heroe en los Escenarios	07/Oct/09, 08/Oct/09
internet	Escuche en nuestra pagina de Internet	1	En Breve	07-Oct-09

Hip Hop	Hip Hop en la Plaza	4	Hip Hop en la Plaza	08-Oct-09
funk	Su estrategia fue organizar fiestas en las calles con musica funk y soul.	1	Hip Hop en la Plaza	08-Oct-09
soul	Su estrategia fue organizar fiestas en las calles con musica funk y soul.	1	Hip Hop en la Plaza	08-Oct-09
DJ	...los DJ empezaron a recitar ingeniosos textos sobre la musica.	3	Hip Hop en la Plaza	08-Oct-09
Smile	...Sapin otro hip hop y Smile.	1	Hip Hop en la Plaza	08-Oct-09
Bar	La cita sera mañana, a las 20:30 en el Bar Iguana...	1	Un espejo que emitara sonidos	08-Oct-09
trash	Trash Zone	1	Rock y Metal	08-Oct-09
zone	Trash Zone	1	Rock y Metal	08-Oct-09
VIP	Solo hay entradas a VIP, a USD 62...	1	Rock y Metal	08-Oct-09
CD	...donde queda claro el derrotero de este CD...	1	Rock y Metal	08-Oct-09
show	...hoy a estas paginas a proposito de show que dara...	1	Rock y Metal	08-Oct-09

Author: Juanita Garcia

Chart: 10

Variable: Local Newspaper
Ultimas Noticias

Subvariable: Sports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
Futbol	La selección uruguaya de futbol empieza...	6	Charruas solo abriran sus puertas esta tarde	05/Oct/09, 06/Oct/09, 07/Oct/09
gol/goles	Fabio Reanto, con los dos goles del día sabado...	3	Futbolero/La estadística	05-Oct-09
futbolero	Futbolero/La estadística	17	Seccion Deportiva	05/Oct/09, 06/Oct/09, 07/Oct/09
gol	El gol que tiene sufriendo a Aucas.	3	Aucas viaja desmantelado a Guayaquil	06/Oct/09, 12/Oct/09
Goles	6 goles anotaron los cuatro maximos..	1	Los Numeros de un Año para Olvidar	06-Oct-09
futbolistas	alrededor de 3 mil futbolistas en todas sus categorías...	1	El Comité, En Lios Por la Cancha...	06-Oct-09
Tenis	...el sabado con un torneo relampago de tenis de mesa.	1	Liga Carcelen inicio fiestas	06-Oct-09

plop	¡Plop!, pero la colega insiste con que ya se la ha...	1	El Césped Esta Lejos Pero el Herbalife Cerca	07-Oct-09
futbolistico	Eso si, en lo futbolistico el equipo de Polo Carrera...	1	Muchos Nrevios en Aucas	07-Oct-09
gol/goleros	...y todos se comieron algun gol bobo.	2	La Celeste Hoy es Puros Nervios	08-Oct-09
web	Nuestro Noticiero del premundial en la web	2	Nuestro Noticiero del premundial en la web	08-Oct-09
futbolero/futbol	FUTBOLERO	46	FUTBOLERO	08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09
club	...los asistentes al ritmo de sus tambores y canciones alusivas al club	1	Auquistas, con el Dolor a Cuestas	08-Oct-09
tenis/tenista	Futbolero/Puro tenis	2	Futbolero/Puro tenis	12-Oct-09
game	... de servicio en el quinto game...	2	Futbolero/Puro tenis	12-Oct-09
challenger	...torneo de nivel Challenger que se jugo...	2	Futbolero/Puro tenis	12-Oct-09
futbolisticamente	Futbolisticamente los resultados dejan a Ecuador...	1	Que Debe Pasar Para ir a Repesca?	12-Oct-09
ranking	...escalara varios lugares en el ranking...	1	Futbolero/Puro tenis	12-Oct-09
Goleo	...mientras Ucrania goleo 6-0 a Andorra	1	Ellos Si Lo Veran en Vivo	15-Oct-09

Author: Juanita Garcia

Chart: 11
 Variable: Tabloid "El Extra"
 Subvariable: News

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
whisky	...asi como unas botellas de whisky.	1	Compadre Violador Se Hizo Humo	08-Oct-09
Web	...destaco el sitio web del regimen.	1	Fallecio asesor presidencial	08-Oct-09
Gays	¡Gay estrangulado en plena "Chupa" en los Dos Puentes!	2	¡Gay estrangulado en plena "Chupa" en los Dos Puentes!	13-Oct-09

Author: Juanita Garcia

Chart: 12
 Variable: Tabloid "El Extra"
 Subvariable: Ads

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
discjockey	Locucion disjockey, modelaje, balet	16	Triple Impacto Los Clasificados Del Millon de Compradores	05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09
tv	Hotel Lojano Habitaciones confortables, tv, aire acondicionado, bar, dvd	36	Triple Impacto Los Clasificados Del Millon de Compradores	05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09
bar	Hotel Lojano Habitaciones confortables, tv, aire acondicionado, bar, dvd	6	Triple Impacto Los Clasificados Del Millon de Compradores	05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 12/Oct/09, 15/Oct/09
dvd	Hotel Lojano Habitaciones confortables, tv, aire acondicionado, bar, dvd	13	Triple Impacto Los Clasificados Del Millon de Compradores	05/Oct/09, 06/Oct/09, 07/Oct/09, 08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09
laptos	compro laptos, computadores, videos juegos...	3	Triple Impacto Los Clasificados Del Millon de Compradores	05/Oct/09, 08/Oct/09, 13/Oct/09

night club	Vendo de oportunidad Night Club "Lookers"	2	Triple Impacto Los Clasificados Del Millon de Compradores	08/Oct/09, 12/Oct/09
lookers	Vendo de oportunidad Night Club "Lookers"	1	Triple Impacto Los Clasificados Del Millon de Compradores	08-Oct-09
full	Hyundai Matrix 2004, full maquina 1600	11	Triple Impacto Los Clasificados Del Millon de Compradores	08/Oct/09, 12/Oct/09, 13/Oct/09
stock	Toyotas stock 95 y 97 cajon de madera	1	Triple Impacto Los Clasificados Del Millon de Compradores	08-Oct-09
marketing	Solicita digitadores agencia de marketing bachilleres	1	Triple Impacto Los Clasificados Del Millon de Compradores	12-Oct-09
club	Villa Club vendo solar...	1	Triple Impacto Los Clasificados Del Millon de Compradores	13-Oct-09
internet	Peliculas: Internet: Especiales...	1	Triple Impacto Los Clasificados Del Millon de Compradores	13-Oct-09
shampoo	...Shampoo placenta detiene caida cabello	1	Triple Impacto Los Clasificados Del Millon de Compradores	13-Oct-09
cd	...estimulantes sexuales. Cd gay...	1	Triple Impacto Los Clasificados Del Millon de Compradores	13-Oct-09
gay	...lubricantes, dvd gay...	2	Triple Impacto Los Clasificados Del Millon de Compradores	13-Oct-09

Author: Juanita Garcia

Chart: 13
 Variable: Tabloid "El Extra"
 Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
show	...mientras que sus compañeras de show promocionaron...	2	Paredes, Sofia, y Tatiana: Cárcel, amor, y desamor	06-Oct-09
fans	...se despidió de sus fans, pero...	1	Aymara Encanto y Arraso	06-Oct-09
tv	...lo ve en vivo que por la TV...	1	Aymara Encanto y Arraso	06-Oct-09
single	...forma dar a conocer su nuevo single...	1	Johanna Carreño en los Premios MTV 2009	06-Oct-09

Author: Juanita Garcia

Chart: 14
 Variable: Tabloid "El Extra"
 Subvariable: Reports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
rating	Es mi amiga y rival en el rating	4	Carolina Jaume: "Las tardes son mias"	08-Oct-09
internet	...navegar en Internet.	2	24 Semifinalistas El Carmen Manabi	08/Oct/09, 13/Oct/09
basquet	Deporte que practica: basquet	3	24 Semifinalistas El Carmen Manabi	08/Oct/09, 13/Oct/09
bingo	Un bingo en el mes de noviembre...	2	24 Semifinalistas El Carmen Manabi	08/Oct/09, 13/Oct/09
sexy	...Soy Carla y Buscame en tu lunes Sexy!	3	Lunes Sexy	12-Oct-09
iceberg	...el Titanic choco contra un iceberg...	1	Que era el Titanic?	12-Oct-09
hipermarket	...del Hipermarket o afuera de la farmacia	1	Quien les dijo semejante mentira?	13-Oct-09
breakers	...inmediato de los breakers o fusibles...	1	Consejos: Instalando una conexión a tierra	13-Oct-09
show	...el show de las Musas...	1	El Bingo Millonario	13-Oct-09

Author: Juanita Garcia

Chart: 15
 Variable: Tabloid "El Extra"
 Subvariable: Sports

Anglicisms	Examples	Number of times word is repeated	Title of article	Date
futbol/futbolista	...a la Comision de Futbol para el 2010.	37	Extra-Deportes	05/Oct/09, 06/Oct/09, 07/Oct09, 08/Oct/09, 12/Oct/09, 13/Oct/09
club/clubes	Y los que van a otros clubes?	2	Extra-Deportes	06-Oct-09
goles/gol/goleo	...con 2 goles del "Tin"...	9	A Uruguay si le hemos dado la del "Zorro"	06/Oct/09, 07/Oct09, 13/Oct/09
futbolisticamente	...financiamamente, futbolisticamente y eso depende...	1	Barcelona necesita una auditoria profunda	07-Oct-09
boxeo	...disciplinas de atletismo, baloncesto, billa, natacion, futbol, voleibol, y juego de trompo...	1	Guayaquil y sus Primeros Juegos	07-Oct-09
full	El estadio estara a full...	1	El Primer Gol lo Hace el Pueblo	07-Oct-09
showbol	...en nuestro pais para jugar showbol...	5	Queremos el Puesto de Ecuador	07/Oct/09, 08/Oct/09

baloncesto	...disciplinas de atletismo, baloncesto, billa, natacion, futbol, voleibol, y juego de trompo...	1	Guayaquil y sus Primeros Juegos	07-Oct-09
voleibol	...disciplinas de atletismo, baloncesto, billa, natacion, futbol, voleibol, y juego de trompo...	1	Guayaquil y sus Primeros Juegos	07-Oct-09
web	...se publique en la pagina web la lista...	1	Barcelona necesita una auditoria profunda	07-Oct-09
play off	...se tratara el inicio de los play off.	7	Extra Sapada	08/Oct/09, 12/Oct/09, 13/Oct/09, 15/Oct/09
beisbol	Al torneo de beisbol, denominado...	1	Liga del Sur organiza torneos	08-Oct-09
master	...de las categorias senior B y master.	9	Play off en senior A y B	13/Oct/09, 15/Oct/09
senior	...de las categorias senior B y master.	6	Play off en senior A y B	13/Oct/09, 15/Oct/09
club/clubes	El retorno del Club...	1	Siguen festejos de los "patricios"	13-Oct-09
tv	Sudafrica TV...canal 2010!	2	Sudafrica TV...canal 2010!	15-Oct-09

gol/golero/golcito/goles	...creiamos que se venia el gol...	7	Sudafrica TV...canal 2010!	15-Oct-09
tour	Este tour de cotejos...	1	Barcelona y El Nacional se van de "cachuelo"	15-Oct-09
emails	...pero seguiran enviando e-mails los de la...	1	Extra Sapada	15-Oct-09
indor	...la cancha de indor del parque...	1	Extra Sapada	15-Oct-09
super	...se reanuda con partidos de master, super master, y senior A en sus play off.	1	Agrupacion Gavica vapuleo a Economistas Opeas	15-Oct-09

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Chart: 16

Variable: National Newspaper "El Comercio"

	Section	F	%
Anglicisms	News	38	5,7
	Ads	257	38,9
	Social pages	5	0,8
	Sports	281	42,5
	Reports	80	12,1
	Total	661	100

Author: Juanita Garcia

Chart: 17

Variable: Local Newspaper "Ultimas Noticias"

	Section	F	%
Anglicisms	News	4	3,0
	Ads	58	43,9
	Social pages	2	1,5
	Sports	36	27,3
	Reports	32	24,2
	Total	132	100

Author: Juanita Garcia

Chart: 18

Variable: Tabloid sensacionalista "El Extra"

	Section	F	%
Anglicisms	News	4	1,8
	Ads	96	43,8
	Social pages	5	2,3
	Sports	96	43,8
	Reports	18	8,2
	Total	219	100

Author: Juanita Garcia

Chart: 19

The Most Frequent Anglicisms (in all variables)

Anglicisms	Number of times that word is repeated
1, full	164
2, futbol	91
3, gol	72
4, club	34
5, internet	26

Author: Juanita Garcia

DISCUSSION

This section of my research project contains a theoretical background research that helps to better understand and explain the use of anglicisms in Ecuadorian newspapers. After the theoretical background, a description and analysis of the results obtained during the research is included. The analysis involves a linguistic analysis of thirty randomly chosen words found through the research, a comparative analysis of the results obtained, and a sociolinguistic analysis. To conclude this discussion section, a conclusions section based on all of the researched material is included.

Theoretical Background

In this thesis project, I am analyzing the English language influence through the use of anglicisms in Ecuadorian newspapers. The following background information will first help us understand what language, anglicisms, and newspapers are.

Language

Human beings communicate with each other by speaking, writing, and reading. In order to communicate, a human being must use language to communicate his or her feelings or information. What is language? Language refers to the “means of human communication through the use of spoken or written words in a structured way.”

(Oxford) Language is the tool that people need and use in order to interact and communicate with each other in the world. In other words, language is “any particular system of human communication” (Richards, Platt). Some examples of these specific communication systems are the French language spoken in France, the English language spoken in the United States of America, and the Spanish language spoken in Colombia. Countries have an official language which defines what language is used by the majority of people from the respective nation to communicate with each other, in the government, in laws, and in the education system.

In addition, the Online Dictionary of Farlex states that language is a “communication of thoughts and feelings through a system of arbitrary signals, such as voice sounds, gestures, or written symbols. Language is a system that includes rules for combining its components. It is a system used by a nation, people, or other distinct communities” for communicating purposes. Likewise, the Merriam-Webster online dictionary states that language consists of “words, their pronunciation, and the methods of combining them used and understood by a community.” Moreover this dictionary describes language as “a systematic means of communicating ideas or feelings by the use of conventionalized signs, sounds, gestures, or marks having understood meanings.” As a result, language is the median through which the

human world communicates with each other. There are many different types of languages (Spanish, French, English, Chinese, Japanese, etc), different

accents, registers, different written symbols to express words, and so on.

Language covers many aspects of human communication. In order to correctly describe and explain language we must scientifically study language. The study of language leads to our next topic, linguistics.

Linguistics

In order to understand and explain language, every aspect of language must be analyzed. The scientific study of language is linguistics. (Oxford) More specifically, linguistics consists of several areas of study because the study of language covers many different aspects of language. These areas of research of linguistics are “sound systems (phonetics, phonology), sentence structure (syntax), and meaning systems (semantics, pragmatics, functions of language).”

(Richards, Platt) In the past years, new branches of linguistics have been born in “combination with other disciplines such as anthropological linguistics, psycholinguistics, and sociolinguistics.”

(Richards, Platt)

Branches of Linguistics

As mentioned above, linguistics is broken down into several branches. The major branches of linguistics are phonology, morphology, semantics, syntax, and pragmatics.

Phonology

Phonology is defined by Espinoza (2005) as the research of “the speech sounds in general according to their production, composition, distribution, and function within the language.” Phonology can be broken down into phonetics and phonemics.

In other words, phonetics explores speech sounds in the physiological and physical areas. Phonetics also studies the acoustics of language. This subfield of phonology investigates and explains how speech sounds are produced, articulated, transmitted, and perceived. Phonetics can be further divided into acoustics phonetics, auditory phonetics, and articulatory phonetics. Acoustic phonetics refers to the “studies of speech sounds as a physical event in the atmosphere or some other medium.” This physical sound stream is recorded by a special machine that prints out “representations of the sound stream as sound spectrographs or graphical representations of the sound stream.” (Espinoza) This machine is the spectrograph and it is of main interest to communications engineers.

Auditory phonetics “studies the perception of speech sounds by the hearer and is of interest to psychologists and neurologists.”

(Espinoza) On the other hand, articulatory phonetics “studies the production of speech sounds in the vocal tract.” (Espinoza) This phonetic branch is of common interest to language teachers “because it helps to learn how vowels and consonants are produced and articulated by the speech organs when speaking a language.” (Espinoza)

On the other hand, phonemics is the study of speech sounds according to their distribution and function in a language. “Phonemics studies the organization of speech sounds broken down into phonemes.”(Espinoza) Espinoza further explains that phonemes are the minimal significant contrastive sound units of language.

Morphology

Morphology researches the formation and structure of words. (Burneo) This branch of linguistics explores the “identification, analysis, combination, and description of morphemes by using a set of word formation” rules. (Burneo) Burneo states that morphology refers to the many possible combinations of morphemes such as prefixes, roots, and suffixes in order to make up words.

Semantics

Muriel Saville-Troike states that semantics refers to the linguistic study of meaning. “Semantics studies the signs, symbols, and structures of meaning.” (Burneo) In other words, semantics studies the meaning or the interpretation of a word, sentence, or other language form. The Britannica Concise Encyclopedia considers semantics to be one of the major areas of study in linguistics. Some linguists may approach semantic studies by researching interpretive semantics or generative semantics. Interpretative semantics refers to the study of the structures of language independent of their conditions of use. On the other hand, generative semantics supports that the meaning of sentences is a function of their use.

Linguists have divided meaning into two branches: word meaning and speaker’s meaning. Word meaning, also known as denotation or dictionary meaning, refers to the dictionary definition of a word. Speaker’s meaning, also known as connotation, however refers to “what a speaker intends to convey when he uses the language in communication.” (Burneo) Wikipedia further explains that connotation refers to:

the set of all the possible referents (as opposed to merely the actual ones). A word's *denotation* is the collection of things [the word] refers to; its connotation is what [the word]

implied about the things it is used to refer to. The denotation of dog is (something like) four-legged canine carnivore. So saying "you are a dog" would imply that you were ugly or aggressive rather than stating that you were canine.

Syntax

Dr. Burneo states that “syntax is the subfield of linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses, and sentences. This subfield is the ‘set of constitutive rules that speakers follow when they combine words into sentences.’” (Burneo) Likewise, the Concise Oxford Dictionary of Linguistics defines syntax as the study of grammatical relations between words and other units within a sentence. Furthermore, Burneo states that one of the most influential theories on the field of syntax is Chomsky’s Phrase Structure Grammar from the MIT School of Linguistics, which states that structure is determined by the relation between a head word and its complement.

Syntax can be studied with the Generative Grammar. Burneo states that the Generative Grammar are sentences illustrated by Phrase Structure Trees, also known as phrase markers or tree diagrams. These trees give the researcher data about hierarchical relationships between their constituents. Burneo, furthermore explains, that these

relationships are governed by a finite set of grammatical principles that includes a group of Phrase Structure Rules; the Lexicon and Lexical Insertion Rules.

In conclusion, Burneo claims that “the grammar of a language is the core of the language because it deals with structure and function. Syntax deals with the structure and function of grammar because it links meaning with a concrete means of expression such as sounds or written symbols.”

Pragmatics

Pragmatics is a branch of linguistics that studies the relationship between utterances and the social context in which the utterances are produced. Pragmatics deals with describing word or sentence meaning with speaker meaning. The online Wikipedia encyclopedia further explains pragmatics with the following words.

Pragmatics encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the linguistic knowledge (e.g. grammar, lexicon etc.) of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on. In this respect, pragmatics explains how language users are able to

overcome apparent ambiguity, since meaning relies on the manner, place, time etc. of an utterance. The ability to understand another speaker's intended meaning is called *pragmatic competence*. An utterance describing pragmatic function is described as metapragmatic. Pragmatic awareness is regarded as one of the most challenging aspects of language learning, and comes only through experience.

Morphological Procedures

Linguistics' base foundation is words. The processes by which new words are formed are called morphological procedures. Some examples of morphological procedures are composition, compounding, derivation, and parasynthesis.

Wikipedia's online encyclopedia mentions that composition refers to "the skill or art of creating written works or pieces of literature. These fiction or nonfiction written papers can be in the form of poetry, drama, essays, or prose." Fictional compositions can further be broken down into outlines, plot, theme, dialogue, characterization, setting, descriptions, style, mood, voice, and tone. (Wikipedia)

On the other hand, compounding is an example of a word formation process. This process refers to a word that is made up of more than one stem. Compounding occurs when two or more words are put together in order to have a new word with a new meaning. An example man of a compound word is *fireman*. This word is made up of

the two root words *fire* and *man*. The word *fire* alone refers to an ongoing chemical change that produces heat, light, and flames. *Man* alone refers to a male human being. Once these two words are put together to make the word *fireman*, the meaning changes. The new word refers to a person that as a profession put out fires for the community through an organized firefighter department.

Another morphology procedure is derivation. Wikipedia clearly defines derivation as a process “used to form new words.” An example would be the word *madness* from the root word *mad*. In derivation, inflection is used to show contrast by using an “affix in order to form variants of the same word, as with *determine/determine-s/determining/determin-ed*.” (Wikipedia) A suffix used in the derivation process usually changes words of one syntactic category into words of another syntactic category. An example of this process can be seen with the derivational suffix *-ly* which “changes adjectives into adverbs (example: *slow* → *slowly*).” (Wikipedia)

Yet another morphology procedure is parasynthesis. Parasynthesis occurs when two types of derivations are combined. This combination occurs when a suffix and a prefix are present in a word. To further explain this process, Marius Halpern gives the following example of a parasynthesis morphological procedure.

aformal=a-+form+-al, where a- is a prefix having the meaning of “not”, “without” or “opposite to” and -al is a suffix here combining with nouns to form adjectives and describing something that is connected with the thing referred to by the original noun. One can refer to a genuine parasynthesis only when the stem can be associated in the language with the two affixes in the same time. These cases are extremely rare, and that is why little research in this particular field has been made.

Historical Linguistics

Historical linguistics refers to the “mapping of the world’s languages, the relationships between these languages, and the use of written documentation to fit extinct languages of the past into the jigsaw puzzle of the world’s complex pattern of linguistic distribution.” (The Linguistics Encyclopedia) In addition, The Linguistics Encyclopedia states that historical linguistics explains how and why languages change through the “forces and processes that shape, mold, and direct modifications. Moreover, historical linguistic studies investigate the biological evolution of man which resulted with the development of the natural human language.” The social aspects, cultural aspects, and “innate linguistic propensities of the human” are also specific areas researched in historical linguistics. (The Linguistics Encyclopedia)

Research in historical linguistics began in Greece by the ancient Greek philosophers when these philosophers began to question the nature of their language. Greek philosophers “debated whether or not the names of things arose due to the natural attributes of the objects in question or were founded by convention.” (The Linguistics Encyclopedia) The Greeks were just beginning what today has become a very wide and interesting field of study, linguistics.

According to The Linguistics Encyclopedia, nowadays historical linguistics has the following accepted principles:

1. All languages are in a continual process of change.
2. All languages are subject to the same kind of modifying influences.
3. Language change is regular and systematic, allowing for unhindered communication among speakers.
4. Linguistic and social factors are interrelated in language change.
5. Language systems tend toward as yet unspecified states of economy and redundancy.

Following these accepted principles, historical linguists must attempt to “classify language changes and explain the manner and means by which these changes came about.” (The Linguistics Encyclopedia) examples of the language changes studied are phonological, morphological, syntactic, and semantic changes that occur in languages over time. The Linguistics Encyclopedia states that “the

changes that languages undergo make up the data for historical linguistics.”

Language Change

Languages are constantly changing. If one compares any language used today to that same language used fifty years ago, one would find that the language is not exactly the same anymore. Janet Holmes explains that language undergoes a language change or better yet a speaker innovation. Speaker innovation is a better word for this phenomenon because language itself does not change, “as that speakers and writers change the way they use language.” (Holmes) Speakers and writers innovate language by “imitating speakers from other communities.” (Holmes) Sometimes these innovations are adopted by other speakers and writers and the change diffuses through the community, into other communities, and eventually a linguistic change results. Language change can be classified into three areas: variation over time, in physical space, and socially. For example, in the United States of America, the word *mob* used to be considered a vulgar word. Throughout time (variation over time) in the United States (physical space) people began to use *mob* as a word to describe a gang or mafia without a vulgar intention (socially). Eventually, the new use of the word *mob* became normal and the word changed (language change) because it no longer had the same meaning. Language can be changed

through spelling, pronunciation, word meaning, and by lexical diffusion (sound changes that occur from one word to another). Linguists study language change by comparing the speech of people from different cities, states, countries, regions and by comparing the speech of people from different age groups and social status groups.

In addition, The Linguistics Encyclopedia states that language change can occur when a speaker chooses to use a different vocabulary in order to make a statement. “The avoidance of particular words for social reasons seems to occur in all languages and euphemisms arise in their place.” (The Linguistics Encyclopedia) An example of this process occurs when a speaker uses the words *passes away* instead of *dies* in order to sound more discreet.

Neologisms

A neologism refers to a new word that has become part of a particular language. Usually it is very hard to point out the exact date that a neologism entered a certain language. The need for neologisms is usually due to the development of new technology, science advancements, or the development of new art areas. New words are needed in order to be able to describe all the new findings or technology that man makes. Examples of neologisms are computer related

vocabulary. Computers did not always exist. As computers were developed and improved new vocabulary words such as *hardware*, *software*, *internet*, *online*, *disk drive*, and so on were needed to represent these computer items.

Barbarisms and Anglicisms

Unlike Neologisms, Wikipedia explains that barbarisms are non-standard words, expressions or pronunciations in a language. A type of barbarism in the Spanish language is an Anglicism. Anglicisms are English words regularly used in languages other than English. An example of an Anglicism is the use of the word *look* in the Spanish language. People use the word *look* in Spanish when they want to refer to somebody's fashion and physical appearance. Instead of using Spanish words to describe how a person looks like physically and fashionably, many Spanish speakers prefer to say *look*. From this example we can observe that Anglicisms are not always used because they are needed but also because they are wanted and preferred. Anglicisms can be found in many areas such as female press, sports' terms, technology, systems, economy, and leisure.

Anglicisms can be introduced into the Spanish tongue by the following three processes: incorporation, adaptation, and the presence of

borrowed English words. Wikipedia explains this process by analyzing sports' terms. For example, incorporation in sports' terminology occurs when in soccer, soccer players or sports' commentators preferred to use words from soccer's origin. Such words included *goal*, *corner*, *football*, and *shoot*. Then adaptation occurs when, in Spanish speaking countries, a patriotic feeling was tied to soccer and new words were made to replace the original English words. Some examples of these new words are *futbol*, *chute*, and *gol*. The final stage, anglicisms (presence of borrowed English words), occurs when the inverse of the above is done and the sports field prefers to use words from the sports original language. Examples of anglicisms in sports areas are the words golf, rugby, and cricket. These three words are English words that are used in the Spanish language because the Spanish speaking sports players and sports commentators think that by using the English words more prestige is given to sport itself.

In spite of these examples, some Spanish speakers believe that Anglicisms deteriorate the Spanish language. Whether or not this deterioration is true, with this thesis project we will find out if anglicisms are used regularly in Ecuadorian newspapers.

Foreign Language Interference

When a person begins to learn a new language, it is very common for the person to transfer prior knowledge from their native tongue to the second language they are learning. The two main types of transfer that can occur are positive and negative transfer. Positive transfer occurs when a rule from the native language is used in the second language and that use is correct for the second language. Negative transfer or negative interference, however, occurs when a native language rule is used in the second language in an incorrect form. Specific examples of these language interference's are foreign accents on the L2 (second language) from the L1 (native language, first language). Grammatical errors are also common interferences on the L2 language because sometimes people will write a sentence in the L2 language with the L1 grammatical rules and the sentence is wrongly written since the L2 has different grammar rules.

Moreover, Dulay et al (1982) explains interference as the automatic transfer, due to habit, of the surface structure of the first language onto the surface of the target language. In addition, Lott (1983) defines interference as 'errors in the learner's use of the foreign language that can be traced back to the mother tongue'.

Newspaper and Tabloid

Human beings are able to communicate information, feelings, events, and advertisements at a local, state, national, and international level by using various mechanisms. These mechanisms include television, radio, bill board advertisements, internet, and newspapers. According to the online Free Dictionary, newspapers are “weekly or daily publications consisting of folded sheets and containing articles on the news, features, reviews, and advertisements” of a town, city, state or country. A certain type of newspaper is a tabloid. The online Free Dictionary also states that tabloids are “newspapers of small format, giving the news in condensed form, usually with illustrated, often sensational material.” Wikipedia further describes newspapers in the following paragraph.

A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons. A wide variety of material has been published in newspapers, including editorial opinions, criticism, persuasion and op-eds; obituaries; entertainment features such as crosswords, sudoku and horoscopes; weather news and forecasts; advice, gossip,

food and other columns; critical reviews of movies, plays and restaurants; classified ads; display ads, editorial cartoons and comic strips.

In order to understand the importance of newspapers, the origin of newspapers should be acknowledged. In the early 17th century, before newspapers existed, important government bulletins were “circulated at times in some centralized empires.” (Wikipedia) Years later, due to the increased cross-border capitalist interaction in Europe, a need for “concise handwritten newssheets” to convey information was born. (Wikipedia) In Ancient Rome, Julius Caesar initiated the process of conveying government news to the public by posting messages that were carved in metal or stone in public places. Likewise, in China, public written information was shared with the public on produced news sheets, called tipao. These tipaos circulated among the court officials during the late Han dynasty. Later on, the Chinese Tang Dynasty published government news by handwriting the news on silk. These documents were then read to the nation’s public by government officials. Moreover, the first reference to the existence of privately published newssheets occurred in 1582 in Beijing “during the late Ming Dynasty.” (Wikipedia) The existence of similar hand written publications could be found in many more countries in the world during these times.

Eventually, these handwritten publications evolved into the today's newspaper. Wikipedia states that the first official newspaper was published in Germany.

The German-language Relation aller Fürnemmen und gedenckwürdigen Historien, printed from 1605 onwards by Johann Carolus in Strasbourg, is often recognized as the first newspaper. At the time, Strasbourg was a free imperial city in the Holy Roman Empire of the German Nation; the first newspaper of modern Germany was the Avisa, published in 1609 in Augsburg. The Dutch Courante uyt Italien, Duytslandt, &c. of 1618 was the first to appear in folio- rather than quarto-size. Amsterdam, a center of world trade, quickly became home to newspapers in many languages, often before they were published in their own country. (Wikipedia)

Newspapers continued to evolve in the following centuries. In the nineteenth century, the advances in printing technology during the Industrial Revolution helped newspapers become a wide means of human communication. Later in the 1990's news programs via television and news via internet posed a threat on newspapers. "However...cheaper printing and distribution, increased literacy, [and] the growing middle class have more than compensated for the emergence of electronic media and newspaper" circulation continues to expand throughout the world. (Wikipedia)

Today, several types of newspapers exist. Daily, weekly, local, national, international, online, and tabloids are common types of existing newspapers.

To begin with, daily newspapers are issued on a daily basis with the possible exception of the weekend or national holidays. Sunday editions of daily newspapers are usually longer than other editions because these publications include more specialized sections and more advertisements. Consequently, Sunday editions usually cost more.

On the other hand, weekly newspapers are issued 1-3 times a week. These newspapers are usually smaller than daily newspapers. In contrast, national newspapers refer to newspapers that are issued throughout an entire country. Most countries circulate at least one national newspaper. These national newspapers convey information that is important to the public of the entire nation.

Conversely, international newspapers are a smaller group of newspapers such as The International Herald Tribune. These newspapers reveal information that is of concern to the entire world. However, international news can more easily be found via the internet.

In contrast, online newspapers refer to online editions of almost all printed newspapers.

Contrariwise, local newspapers are newspapers that cover events “in a local context which would not normally be of interest to those of other localities, or otherwise be of national or international scope.” (Wikipedia) Local newspapers include newspapers published in specific cities, towns, or districts.

On the other hand, tabloids are newspapers that are commonly referred to as sensational newspapers. Wikipedia describes tabloids in the following words.

A **tabloid** is an industry term for a smaller newspaper format per spread; to a weekly or semi-weekly alternative newspaper that focuses on local-interest stories and entertainment, often distributed free of charge (often in a smaller, tabloid-sized newspaper format); or to a newspaper that tends to sensationalize and emphasize or exaggerate sensational crime stories, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sports stars, and other so-called "junk food news" or *junk mail* (often in a smaller, tabloid-sized newspaper format). As the term "tabloid" has become synonymous with down-market newspapers in some areas, some small-format papers which claim a higher standard of journalism refer to themselves as "compact" newspapers instead.

To sum up, newspapers have evolved since they first appeared. Newspapers transmit various information to a select group of people.

Previous Studies

Previous studies on anglicisms have been done and must be mentioned in this theoretical background in order to better understand anglicisms. A previous study done on anglicisms is Christopher Rollason's *Language Borrowings in a Context of Unequal Systems: Anglicisms in French and Spanish*. In this study, Rollason examines the phenomenon of anglicisms in the Spanish language spoken in Spain and French language spoken in France. He analyzes the written language in journalistic, technical, and business registers. Rollason states that:

The international role of the English language today is nothing but controversial. In the wake of economic and technological globalization and the conversion of the US into the world's single superpower, we are fast entering a situation where the most significant division among the world's languages is that between English, the master-language, on the one hand, and all other languages, on the other.

Rollason explains that part of the reason anglicisms exist in the Spanish language is because the English language is now used so much at an international level. Rollason states that “there is a long-established tradition of accepted anglicisms” in the Spanish language. Examples of these anglicisms “are 'el líder' ('leader'), 'el boicot' ('boycott') and 'el mitin' ('meeting', of the political kind).” (Rollason) Rollason does point out that all of these words have been orthographically modified. This researcher further states that “the most recent wave of anglicisms

in Spanish has had particular incidence in such US-dominated fields as management and information technology.” An example of this type of anglicism is the word *formatear* (to format). Throughout the research report Rollason gives various examples of anglicisms regularly used in English.

In spite of the many examples, Rollason states that anglicisms in Spain are used with a “laudable resilience and resourcefulness, managing quite well in the face of the transatlantic tidal wave of anglicisms. The reasons for this relative success in Spain may include not only linguistic purism but also the pragmatic need, as the technology user constituency expands, to make its language accessible to users who may know no English.”

Description and Analysis of Results

This section of the discussion includes the linguistic analysis, comparative analysis, and sociological analysis of the research project. The linguistic analysis explores the etymology, syntactic function, semantic meaning, and morphological variations in randomly chosen anglicisms found through the research. The comparative analysis explores the results of all the anglicisms found in all the 21 researched newspapers. Finally, the sociological analysis discusses the possible causes and effects of the use of anglicisms in Ecuadorian newspapers.

Linguistic Analysis

In the following linguistic analysis, 30 randomly chosen anglicisms taken from the published Ecuadorian newspapers, in the year 2009, El Comercio, Ultimas Noticias, and El Extra are analyzed. Ten words from each respective newspaper are examined on the semantic, syntactic, and morphological aspects. The online Webster-Merriam dictionary has been used to describe these aspects of each anglicism in addition to the etymology of each word.

Club

The word club is officially accepted by the Dictionary of the Spanish Language of the Royal Spanish Academy (DRAE). The word club originates in the 13th century from the Middle English word clubbe.

The anglicism club functions as a noun when used in the English and Spanish languages. Merriam-Webster's online dictionary defines club as a type of wooden weapon, a playing card, a type of sandwich, or an association of people with a common objective who meet in a specific place to carry out their activities. In El Comercio, the word club is used in the sports section in the following statement, "...puso a disposición su cargo, el presidente del club, Eduardo Maruri confirmo ayer que el directorio lo ratificara como presidente de la Comisión de Fútbol del equipo canario." The word club in this statement is used as a noun referring to an association of people with a common interest in soccer.

The anglicism club does not suffer any morphological variation although the 'u' is pronounced differently when used in Spanish.

In Spanish, there is no equivalent word for club. Therefore, this new incorporation of the word club to the Spanish language is a good addition since the word club enriches the Spanish tongue.

Sexy

The term sexy is officially accepted by the DRAE. The word sexy originates in 1925.

The term sexy functions as an adjective in Spanish and English. Merriam-Webster's online dictionary defines sexy as something that is

sexually suggestive or generally attractive or interesting. In El Comercio's sports section, sexy is used in the following phrase, "Erotica, sexy, y lasciva: una imagen..." In this phrase, sexy has the same meaning (something sexually suggestive) as in English.

The term sexy does not suffer any morphological variations when used in Spanish.

In Spanish, the word sensual can be used in the place of the word sexy. In this case, the word sexy does not enrich the Spanish language since the word sensual already exists to convey something attractive or suggestive.

Estrés

The word estrés is an anglicism accepted by the DRAE. This word comes from the English word stress. The word stress originates in the 14th century from the Middle English word stresse, distress, and destresse.

The anglicism estrés and the English word stress both function as nouns in English and Spanish. The Merriam-Webster online dictionary defines stress as a bodily or mental tension resulting from factors that tend to alter an existent equilibrium. In El Comercio's sports section, this anglicism can be found in the following phrase, "A los tecnicos les

quedan 180 minutos de estrés...” In this statement, the word estrés has the same meaning and function when compared to its use in English.

The anglicism estrés has suffered morphological variations. For Spanish language usage, an ‘e’ has been added at the beginning of the original word stress. In addition, the last ‘s’ has been removed and an accent (´) has been placed on the second ‘e’ for pronunciation purposes.

In Spanish, the word tensión has the same meaning as the word estrés. Therefore, the term estrés does not enrich the Spanish language since the word tension already exists.

Béisbol

The word béisbol has been accepted by the DRAE. Béisbol comes from the English word baseball. Baseball originates in 1815. Baseball is a compound word that can be broken down into base and ball. The word base originates from Middle English, and the word ball originates from Middle English bal and from Old English beall.

The Merriam-Webster online dictionary states that the word baseball is a noun that refers to a game played with a bat and ball between two teams of nine players each. In El Comercio’s sports section, béisbol is found in the following statement, “Un partido de béisbol con Fidel, Hugo, y Rafael.” In this phrase, béisbol has the same function and meaning as in the English language.

The word *béisbol* has suffered many morphological variations. In the first half of the word *baseball*, *base* has been changed to *béis*. Both *base* and *béis* are pronounced the same. In the second half, *ball* is changed to *bol*. The pronunciation of this second half is different.

In Spanish, there is no other word equivalent to the word *béisbol*. Therefore, this anglicism enriches the Spanish language since no other word is available to describe this game.

Aces

The word *aces* is an anglicism that has not been accepted by the DRAE. The word *aces* originates from the Middle English word *as*.

The Merriam-Webster online dictionary states that *aces* functions as a noun and refers to a point scored on a service (in tennis or handball) that an opponent fails to touch. In the sports section of El Comercio, the term *aces* is found in the following phrase, “De hecho, Salamanca realizo 11 aces en el partido...” In this example, the word *aces* has the same meaning and function as in the English language.

The anglicism *aces* has not suffered any morphological changes when used in the Spanish language.

In Spanish, there is no other word equivalent to the word *aces*. Therefore, the word *aces* enriches the Spanish language since no other

word is available to describe this point scored in a tennis or handball game.

Hockey

The lexical term hockey has been accepted by the DRAE. The Merriam-Webster online dictionary states that hockey originates in 1527 from Middle French *hoquet* (shepherd's crook), diminutive of German's *hoc* (hook), and from Old English *hōc* (hook).

This online dictionary defines hockey as a noun that refers to a game played on an ice rink or on a turfed field by two teams of six players each on skates whose objective is to drive a puck into the opponents' goal with a hockey stick. In El Comercio's sports section, this word can be found in the following sentence, "Bart and Lisa se convirtieron en rivales cuando jugaban hockey." In this phrase, the word hockey has the same meaning and function as in English.

The anglicism hockey has not suffered any morphological variations when used in Spanish.

In Spanish, there is no other word equivalent to the word hockey. In this case, this anglicism enriches the Spanish language since no other word is available to describe this game.

Vote

The anglicism *vote* has not been accepted by the DRAE. *Vote* originates in the 15th century from Middle English (Scots) and from Latin *votum* (vow or wish).

The word *vote* may function as a noun or verb. In the case of its use in the Spanish language, *vote* is used as a verb. The Merriam-Webster dictionary defines the verb *vote* as an action where one expresses one's views or opinions in response to a poll. In El Comercio's sports section, *vote* is found in the following manner, "Vote por su equipo favorito." In this example, *vote* functions as a verb and maintains the same meaning as in the English language.

The anglicism *vote* has not suffered any morphological variations when used in Spanish although the word is pronounced differently.

In Spanish, there is no equivalent word for the words *vote* or *votar*. The anglicism *vote* enriches the Spanish tongue since this language has no other word that can express the meaning and action of this word.

Show

The DRAE has accepted the anglicism *show* as an official Spanish term. The term *show* originates in the 12th century as a verb from Middle English *shewen* and *showen*, from Old English *scēawian* (to look,

look at, see), and from Old High German *scouwōn* (to look, look at). The word show used as a noun originates in the 13th century.

When used as an anglicism the word show functions as a noun. The Merriam-Webster online dictionary defines this noun as a demonstrative display, a theatrical presentation, or a radio or television program. In El Comercio's sports section, show is used in the sentence "...Los Simpsons vencian en audiencia al Show de Bill Cosby." In this example, this anglicism functions as a noun referring to a television program.

The only morphological variation that show suffers when used in Spanish is that the 's' is capitalized in the middle of the sentence despite the fact that show is not a proper noun.

In the case of the word show, in Spanish the word espectáculo refers to the same meaning as the word show. Since the anglicism show is not needed in Spanish, this anglicism does not enrich the Spanish language.

Iceberg

The anglicism iceberg has been accepted by the DRAE. The Merriam-Webster online dictionary states that the lexical term iceberg originates in 1820 from probably a part translation of Dan or Norwegian *isberg*, from *is* (ice) + *berg* (mountain).

This online dictionary states that iceberg is a noun that refers to a large floating mass of ice detached from a glacier. In El Comercio's sports section, the word iceberg is used in the following statement, "...transmitian la misma energia de un iceberg." In this example iceberg functions as a noun with the same English meaning.

The word iceberg has not suffered any morphological variations in the Spanish tongue.

The anglicism iceberg enriches the Spanish language since no other Spanish word exists to convey the exact meaning of an iceberg.

Set

The anglicism set has been officially recognized by the DRAE. In English, this term functions as a verb and noun. The verb form of set originates before the 12th century from Middle English *setten*, from Old English *settan*, from Old High German *sezzen* (to set), and from Old English *sittan* (to sit). The noun form of the word set originates in the 14th century.

The Merriam-Webster online dictionary defines the noun set as a division of a tennis match won by the side that wins at least six games beating the opponent by two games or by winning a tiebreaker. This anglicism is found in the following phrase taken from El Comercio's sports section, "Por ello, el primer set se definio por muerte subita

(tiebreak). In this example, the word set functions as a noun with the same definition as when used in English.

The word set does not suffer any morphological variations when used as an anglicism in Spanish.

In Spanish, the words juego, serie, clase, colección, and conjunto can all be used in the place of the word set. Therefore, the anglicism set does not enrich the Spanish language since the word is unnecessarily used.

Grill

The word grill has been accepted into the DRAE. Grill is an English word that originates in 1685 from French *gril* and Old French *greil*.

In English, grill functions as a verb and a noun. The Merriam-Webster online dictionary describes the noun form of grill as a food that is broiled usually on a grill or skillet. In the Ultimas Noticias, grill is found in the following manner, “...con variedad de platos al grill...” In this phrase, grill functions as a noun and maintains its English definition.

The anglicism grill has not suffered any morphological variations although the word is pronounced differently in Spanish.

In Spanish, the word *parrilla* or the words ‘a la parrilla’ all function the same as the word *grill*. The word *grill*, therefore, does not enrich the Spanish tongue since this anglicism is unnecessarily used.

Hip Hop

The word *hip hop* has not been accepted into the DRAE. The word *hip hop* originates in 1982. The first part of this word, *hip*, originates before the 12th century from Middle English *hipe*, from Old English *hēope*, and from Old High German *hīafo* (*hip*). The second part of this word, *hop*, also originates before the 12th century from the Middle English *hoppēn* and from Old English *hoppian*.

The Merriam-Webster online dictionary defines the term *hip hop* as a noun referring to either a subculture of inner-city youths who are typically devotees of rap music or the stylized rhythmic music that commonly accompanies rap. In the Ultimas Noticias, the word *hip hop* is found in “Hip Hop en la Plaza.” In this phrase, the term *hip hop* functions as a noun referring to the rhythmic music found in rap.

The anglicism *hip hop* has not suffered any morphological variations when used in Spanish.

In Spanish, no other word exists to convey the same type of music and style as the anglicism *hip hop*. The anglicism *hip hop*, therefore,

enriches the Spanish language since this word refers to a culture and music that no other Spanish word can explain.

Bar

The anglicism bar has been officially entered into the DRAE. This word originates during the 12th century from Middle English *barre*.

The Merriam-Webster online dictionary explains that the word bar may function as a noun, verb, or preposition. When used in Spanish, the word bar is a noun. According to this dictionary the noun bar refers to a counter at which food or especially alcoholic beverages are served. In the Ultimas Noticias, the word bar is found in, “La cita sera mañana, a las 20:30 en el Bar Iguana...” In this example, the word bar is part of the name of a place. In this proper noun, the word bar is used as a noun with the same semantic meaning as when utilized in English.

Although bar is pronounced differently when used in Spanish, the word has not suffered any morphological variations.

In Spanish, the word barra is an equivalent word to the word bar. Since the anglicism bar is used unnecessarily in Spanish, the word does not enrich the Spanish tongue.

Funk

The anglicism funk has not been accepted by the DRAE. Funk has several meanings. When used as an anglicism, funk has a musical meaning. According to the Merriam-Webster online dictionary, the musical form of the word funk originates in 1959 from the back-formation of the word *funky*. In addition, this online dictionary states that the word funk also originates in 1623 from probably a French dialect.

The word funk in English functions as a verb and noun. When used in Spanish, the word functions as a noun. The noun form of funk refers to music that combines traditional forms of black music (blues, gospel, or soul) and is characterized by a strong backbeat. In the Ultimas Noticias, this word is expressed in, “Su estrategia fue organizar fiestas en las calles con musica funk y soul.” In this Spanish expression, funk functions as a noun maintaining its original English definition.

Although the word funk is pronounced differently in Spanish, the word has not suffered any morphological changes in the Spanish language.

In Spanish, no other word exists to convey the same type of music and style as the anglicism funk. The anglicism funk, therefore, enriches

the Spanish language since this word refers to a culture and music that no other Spanish word can explain.

Soul

The word soul is yet another word that has not been officially recognized by the DRAE. The term soul originates before the 12th century from Middle English *soule*, from Old English *sāwol*, and from Old High German *sēula* (soul).

The Merriam-Webster online dictionary defines soul as a noun referring to a strong positive feeling (as of intense sensitivity and emotional fervor) conveyed especially by black American performers. In the Ultimas Noticias this word is expressed in, “Su estrategia fue organizer fiestas en las calles con musica funk y soul.” In this example, the word soul functions as a noun and keeps its original English definition.

The anglicism soul does not suffer any morphological variations when incorporated into the Spanish language.

In Spanish, no other word exists to convey the same type of music and style as the anglicism soul. The anglicism soul also enriches the Spanish language since this word refers to a culture and music that no other Spanish word can explain.

DJ

The English abbreviation dj has not been accepted into the DRAE. According to the online Merriam-Webster dictionary, dj originates in 1950 from the word disc jockey. Furthermore, the word disc jockey originates in 1941. In addition, the isolated word disc is a variant form of the word disk. The word disk originates in 1664 from Latin *discus*. The isolated word jockey originates in 1643 from Scots nickname for *John*.

The abbreviation DJ is a noun commonly used for disc jockey. The noun disc jockey refers to an announcer of a radio show of popular recorded music or to a person who plays recorded music for dancing at a nightclub or party. In the Últimas Noticias, dj is found in, "...los DJ empezaron a recitar ingeniosos textos sobre la música." In this phrase, the anglicism DJ functions as a noun and its English semantic definition does not alter.

The abbreviation DJ has not suffered any morphological changes when used in the Spanish language.

In Spanish, pinchadiscos is a word equivalent to dj and disc jockey. The anglicisms dj and disc jockey do not enrich the Spanish tongue since the word pinchadiscos already exists to convey the same meaning of dj and disc jockey.

Tenis

The anglicism tennis has been accepted into the DRAE. The word tennis comes from the English word tennis. According to online's Merriam-Webster dictionary, the word tennis originates during the 15th century from Middle English *tenetz and tenys*, and probably from Anglo-French *tenez* (second person plural imperative of *tenir* to hold).

The English word tennis functions as a noun. The Merriam-Webster dictionary defines tennis as an indoor or outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court (as of clay or grass) divided by a low net. The anglicism tennis is found, in the Ultimas Noticias sports section, in "...el sabado con un torneo relampago de tenis de mesa." In this statement, tennis functions as a noun and keeps its original English definition.

The word tennis has suffered a morphological change when used in Spanish since one 'n' has been omitted.

In Spanish, there is no other word equivalent to the word tennis. In this case, this anglicism enriches the Spanish language since no other word is available to describe this game.

Plop

Plop is an anglicism that has not been accepted into the DRAE. According to the Merriam-Webster online dictionary, the word plop originates in 1821 as an imitative word.

In both the English and Spanish languages, the word plop is a verb that refers to a fall, drop, or sudden move with a sound like that of something dropping into water. An example of this anglicism is found, in the Ultimas Noticias newspaper, in “¡Plop!, pero la colega insiste con que ya se le ha...” In this example, the word plop keeps its original English function and meaning.

Although pronounced differently in the Spanish tongue, the word plop has not suffered any morphological variations when used in written Spanish.

In Spanish, an equivalent word for the anglicism plop does not exist. In the above example, the anglicism plop enriches the Spanish language since no other specific word exists to convey the message's exact feeling, excitement, and meaning.

Ranking

The DRAE has accepted the word ranking into their dictionary. According to online's Merriam-Webster dictionary, the term ranking originates from English in 1573.

In English, the word ranking may function as a verb, adjective, or noun. The online Learners Dictionary defines the noun ranking as a listing of items in a group, such as schools, sports teams, or music, according to a system of rating or a record of performance. In the Ultimas Noticias newspaper, ranking is also used as a noun in “Asi es el ranking de los malos vecinos...” In this example, the anglicism ranking also maintains its original English semantic meaning.

The term ranking does not suffer any morphological variations when incorporated into written Spanish.

In Spanish, the word rango is an equivalent word for the anglicism ranking. Therefore, the anglicism ranking does not enrich the Spanish language since the word is unnecessarily used.

Yes

Another anglicism not yet accepted into the DRAE is the word *yes*. This word originates before the 12th century from Middle English and from Old English *gēse*.

The word *yes* functions as an adverb. *Yes* is a function word that expresses assent or agreement. In an advertisement in the Ultimas Noticias newspaper, the word *yes* is found in “Digale... ‘Yes’ al ingles con Howard.” In this expression, the word *yes* functions as an adverb like in English and it keeps its English definition.

The anglicism *yes* may be pronounced differently in spoken Spanish, but the word does not suffer any morphological variations.

In the above example, the anglicism *yes* does not enrich the Spanish language since the word *yes* is unnecessarily used. In Spanish, the word *si* has exactly the same meaning as the English word *yes*.

Gay

Gay is an anglicism that has been entered into the DRAE. According to the online Merriam-Webster dictionary, the word *gay* originates during the 14th century from Middle English, from Anglo-French *gai*, and from Old High German *gāhi* (quick, sudden).

In both English and Spanish, the word gay is an adjective that refers to a homosexual. This anglicism is found in the El Extra newspaper in the following article title, “¡Gay estrangulado en plena “Chupa” en los Dos Puentes!” In this example, the word gay maintains its English definition and function.

The anglicism gay has not suffered any morphological variations when used in the Spanish language.

In Spanish, the word homosexual is an equivalent word for the anglicism gay. Therefore, the word gay does not enrich the Spanish language since the term gay is unnecessarily used.

Shampoo

Another anglicism not accepted in the DRAE is the word shampoo. The Merriam-Webster dictionary states that the term shampoo originates in 1838.

In English, shampoo may function as a verb or noun. In an El Extra advertisement, the word shampoo is found in the following phrase, “...Shampoo placenta detiene caída cabello.” In this example, shampoo functions as a noun. Like in English, in this mentioned example, shampoo refers to a liquid used to clean the scalp and hair.

In the specific example above, shampoo did not suffer any morphological changes. This word however is commonly written in Spanish as champú. In the case of champú, the word has suffered morphological variations since the 'sh' has been changed to 'ch' and the ending 'oo' has been changed to 'ú'.

In Spanish, the equivalent to the anglicism shampoo is the word champú. In the case of the word shampoo, shampoo does not enrich the Spanish language since the Spanish word champú already exists to convey the same meaning as shampoo. However, the anglicism champú, accepted by the DRAE, does enrich the Spanish language since no other specific word exists to convey its same meaning.

Full

Another anglicism that has not been entered into the DRAE is the word full. The term full originates before the 12th century from Middle English, from Old English, from Old High German *fol*, from Latin *plenus*, and from Greek *plērēs*.

In the English language, the adjective full defines something containing as much as is possible or complete especially in detail, number, or duration. In an ad in El Extra, the word full is found in “Kia Rio Stylus 2004 full equipo.” In this example, the word full is also used as an adjective and it keeps the same English definition.

This anglicism has not suffered any morphological variations in written Spanish.

In Spanish, the words completo, lleno, and equipado are equivalent words for the anglicism full. Since the word full is unnecessarily used in Spanish, the word full does not enrich the Spanish language.

Rating

Rating is another anglicism that has not been accepted by the DRAE. The Merriam-Webster online dictionary states that the word rating originates in 1702.

In English and Spanish, the word rating functions as a noun that refers to an estimate of the percentage of the public listening to or viewing a particular radio or television program. In El Extra newspaper, rating is found in the following sentence “Es mi amiga y rival en el rating.” In this example, the anglicism has the same function and meaning in both English and Spanish.

The lexical term rating does not suffer any morphological changes when expressed in written Spanish.

In Spanish, the word calificación has the same meaning as the word rating. Rating, therefore, does not enrich the Spanish language because it is unnecessarily used in the Spanish tongue.

Básquet

Básquet is also an anglicism that has been accepted into the DRAE. The word básquet comes from the English word basketball. The online Merriam-Webster dictionary states that the term basketball originates in 1892. Basketball is a compound word formed by combining basket + ball. The noun basket originates during the 14th century from Middle English, from Anglo-French, from Old French *baschoue* (wooden vessel), from Latin *bascauda* (kind of basin), and from Middle Irish *basc* (necklace). The word ball, on the other hand, originates during the 13th century from Middle English *bal*, from Old English *beall*, from Old English *bealluc* (testis), from Old High German *balla* (ball), from Old Norse *bǫllr*, and from Old English *blāwan* (to blow).

In English, basketball is a noun that refers to a court game between two teams of usually five players each who score by tossing an inflated ball through a raised goal. Basketball also refers to the ball used in this previously described game. In El Extra newspaper, the term básquet is used in “Deporte que practica, básquet...” In this example, the word básquet functions as a noun like in English and keeps the same semantic meaning as the English word basketball.

The anglicism básquet has suffered various morphological changes. The ending ‘ball’ has been omitted. Instead of using ‘sk’ a ‘qu’

is used. In addition, the vowel 'a' has an accent over it. Due to these morphological changes, the word básquet is pronounced differently than basketball.

In Spanish, the anglicism baloncesto is an equivalent word for básquet. Other than these two anglicisms, no other Spanish word exists to define this particular ball game. Therefore, both básquet and baloncesto enrich the Spanish language.

Bingo

Another anglicism that has been accepted into the DRAE is the word bingo. The Merriam-Webster dictionary states that the word bingo originates in 1932.

In English and Spanish, the term bingo is a noun that refers to a game of chance played with cards having numbered squares corresponding to numbered balls drawn at random and won by covering five such squares in a row. The word bingo also refers to a social gathering where bingo is played. The word bingo is found in El Extra newspaper in the following phrase, “Un bingo en el mes de noviembre...” In this sentence, the word bingo keeps the same function and meaning as when expressed in the English language.

In written Spanish, the anglicism bingo has not suffered any morphological variations.

In Spanish, there is no other word equivalent for the word bingo. In this case, the anglicism bingo enriches the Spanish language since no other word is available to describe this game.

Indor

Another anglicism not accepted into the DRAE is the word indoor. The term indoor comes from the English word indoor. According to the Merriam-Webster dictionary, the term indoor originates in 1711. Indoor is a compound word formed by combining in + door. The word in originates before the 12th century from Middle English and Old English. The word door also originates before the 12th century from Middle English *dure* and *dor* and from Old English *duru* and *dor*.

Both terms indor and indoor function as adjectives and refer to something relating to the interior of a building. In El Extra newspaper, the anglicism indor is found in the sentence "...la cancha de indor del parque." In this phrase, the word indor functions as an adjective and keeps its original semantic definition.

The anglicism described above has suffered a morphological variation since in written Spanish an 'o' has been omitted from the word (indoor-> indor).

In Spanish, the Spanish words dentro, adentro, and interior all convey the same meaning and idea as the anglicism indor. In the case

of the word *indor*, *indor* does not enrich the Spanish language because the word is unnecessarily used.

Voleibol

An anglicism that has been accepted into the DRAE is *voleibol*. The word *voleibol* comes from the English word *volleyball* which originates in 1896. *Volleyball* is a compound word that is formed by combining *volley* + *ball*. The word *volley* originates in 1573 from Middle French *volee* (flight), Old French *voler* (to fly), and Latin *volare*. The word *ball*, on the other hand, originates during the 13th century from Middle English *bal*, from Old English *beall*, from Old English *bealluc* (testis), from Old High German *balla* (ball), from Old Norse *þollr*, and from Old English *blāwan* (to blow).

The Merriam-Webster dictionary states that the term *volleyball* is a noun referring to a game played by passing an inflated ball over a net. In addition, *volleyball* refers to the ball used in this previously described game. In the sports section of El Extra newspaper, the word *voleibol* is found in the following statement "...disciplinas de atletismo, baloncesto, billa, natacion, futbol, voleibol, y juego de trompo..." In this phrase, the word *voleibol* functions as an adjective and has the same meaning as the English word *volleyball*.

The anglicism *voleibol* has suffered many variations. In the first part of the word, (*volei*) an 'l' has been omitted and an 'i' replaces the 'y'

(volley-> volei). In the second half of this anglicism, (bol) an 'l' has been omitted and the 'a' has been replaced by an 'o' (ball-> bol).

In Spanish, there is no other word equivalent to the word voleibol. In this case, the anglicism voleibol enriches the Spanish language since no other word is available to describe this game.

E-mail

The word e-mail is an anglicism that has not been recognized as an official Spanish word by the DRAE. E-mail is an abbreviation for electronic mail. The word e-mail originates in 1982 from the electronic field.

In English and Spanish, the term e-mail functions as a noun that refers to a means or system for transmitting messages electronically (between computers on a network). In the El Extra newspaper, the word e-mail is used in the phrase "...pero seguiran enviando e-mails los de la..." In this example, the anglicism maintains its English function and definition.

The anglicism e-mail has not suffered any morphological variations when used in written Spanish.

In Spanish, the words 'correo electrónico' convey the same meaning as the word e-mail. The anglicism e-mail, therefore, does not

enrich the Spanish language because the anglicism is unnecessarily used.

Play off

The final anglicism to be explored is the word play off. Play off has not been recognized by the DRAE. The Merriam-Webster online dictionary states that the word play off originates in 1895. Play off is a compound word formed by combining the words play + off. The word play originates before the 12th century from Middle English, from Old English *plega*, from Old English *plegan* (to play), and from Middle Dutch *pleyen*. The word off also originates before the 12th century from Middle English *of* and from Old English.

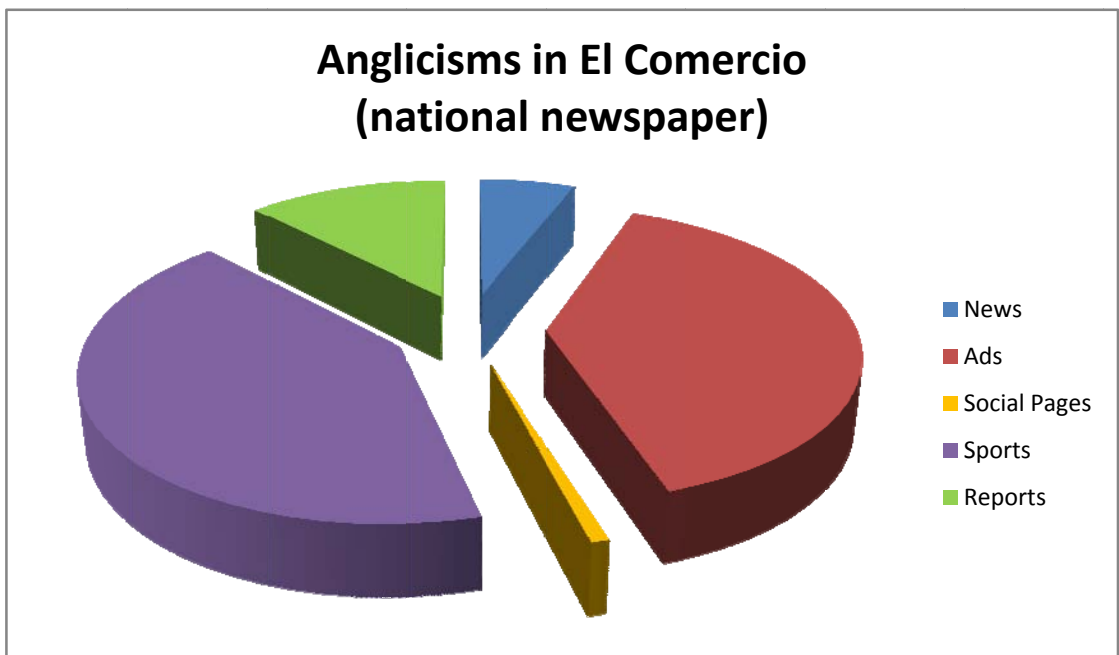
The Merriam-Webster dictionary states that the word play off functions as a noun referring to a final contest or series of contests to determine the winner between contestants or teams that have tied. This dictionary also defines play off as a series of contests played after the end of the regular season to determine a championship. In the newspaper El Extra, the word play off is used in “...se reanuda con partidos de master, super, master, y senior A en sus play off.” In this statement, the anglicism play off keeps the same function and meaning as when used in English.

The word play off does not suffer any morphological changes when used in the Spanish written language. In the above example, however, the anglicism is not grammatically correct because in English an 's' should have been added at the end of the word (example: play offs).

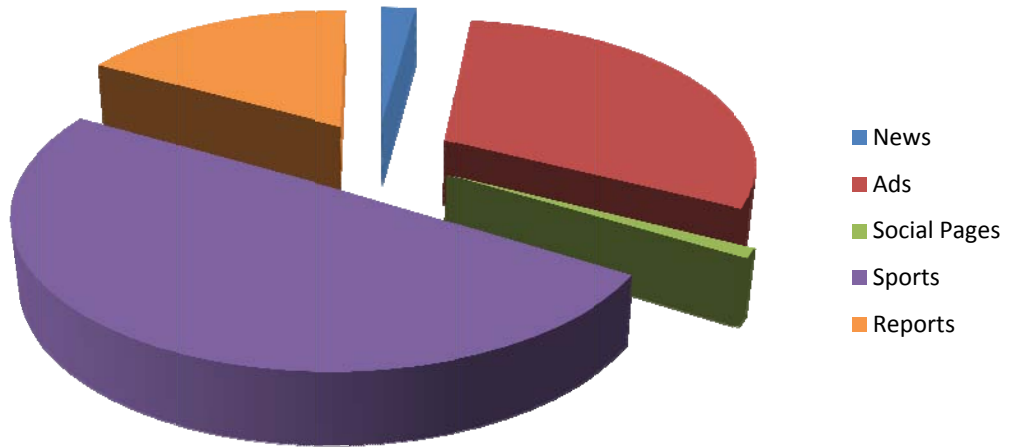
In Spanish, the words juego or campeonato convey the same meaning as the anglicism play off. Since the anglicism playoff is unnecessarily used, the anglicism does not enrich the Spanish tongue.

Comparative Analysis

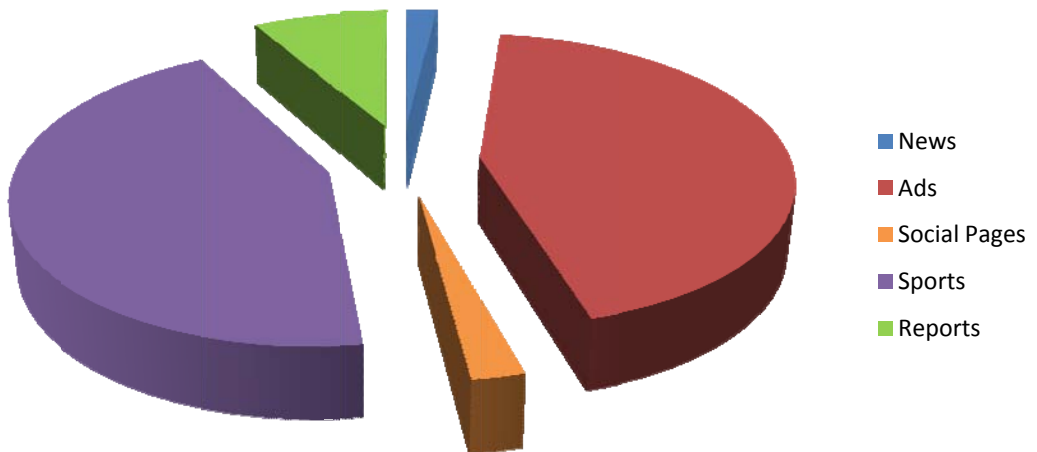
The following pie charts show the number of anglicisms found in each section of the 21 analyzed Ecuadorian newspapers. Seven newspapers of each type (national, local and tabloid) were examined. The sections analyzed were the news, ads, social pages, sports, and reports sections.



Anglicisms in Ultimas Noticias (local newspaper)



Anglicisms in El Extra (tabloid)



In the results obtained for the national newspaper, El Comercio, most anglicisms were used in the sports section at a 41.8%. Following closely behind, the percentage of anglicisms found in the ads section is 39.4%. A possible reason that can explain why the sports section has the most use of anglicisms is that in most sports, a specific list of Spanish originating sports vocabulary usually does not exist. Examples of these sports include volleyball, basketball, baseball, and tennis which all use anglicisms when referred to in the Spanish tongue (voleibol, basquet, beisbol, and tenis). Therefore, the sports section of this newspaper is forced to use many anglicisms because no original Spanish words exist to cover the sports vocabulary needed.

Sometimes, however, even if a Spanish word does exist, the anglicism is preferred over the Spanish word. A clear example of this preference is seen with the Spanish word balompié that refers to the same sport as the anglicism futbol. Even though the word balompié exists, most Spanish speaking people prefer to use the anglicism futbol. This research implies that most people don't even know that the word balompié exists because the word is never used in the researched newspapers. In addition to this phenomenon, soccer is the most popular sport in Ecuador. People from all the various socio-economic levels want to read about soccer results in their national newspaper. As

a result, most of the sports coverage in Ecuadorian newspapers relates to soccer. Therefore, the anglicisms futbol and gol are used a lot in the Ecuadorian newspapers analyzed.

On the other hand, the ads section in this national newspaper uses the second most number of anglicisms probably due to the strong influence that the American culture has on our society. American music, television shows, movies, and the language itself all are very popular in Ecuador. In an ad, people want to sell their service, car, house, etc to the reader. The best way for the advertiser to get the reader's attention is to use catchy phrases and words to grab the reader's attention. The use of anglicisms is perfect to grab the prospective buyer's attention. For example, instead of offering to sell a "Toyota, 97 con equipo completo", the ad will offer a "Toyota, 97 FULL equipo." When the anglicism full is used instead of the word completo, the ad sounds more appealing for the majority of readers.

In El Comercio, the sections with the least amount of anglicisms used are the social pages with a frequency percentage of 0.8% and the news section with a 5.8%. A valid reason to explain the low use of anglicisms in the social pages is the fact that the social pages have a very short space in the newspaper. The social pages in El Comercio have less than a sixth of total space available in the newspaper to publish their social pages. In addition, the social pages consist more of

pictures than actual written reports. With little newspaper usage space and most of the space being used for pictures, the amount of anglicisms found in this section of the newspaper is the lowest. On the other hand, the news section of this national newspaper has the second lowest amount of anglicisms used most likely due to the fact that news coverage should be transmitted in the most formal and professional manner as possible. News being transmitted to the public via television, radio, or newspapers must always use formal language, avoid slang usage, and transmit the facts straight to the point without opinions. The best way for a newspaper to publish the news in a formal manner is to use the most formal written Spanish possible. In order to achieve this formal writing, the reporters must stay away from slang and unnecessary anglicisms. Sometimes anglicisms must be used, like in the case of sports, since no original Spanish vocabulary is available. However, in most other cases, Spanish words do exist to express the message to the reader and anglicism usage is unnecessary.

In the local newspaper, Ultimas Noticias, the amount of anglicisms used per section is very similar to El Comercio's results. In the Ultimas Noticias, most anglicisms are also found in the sports section at a 49.5% and the second highest number of anglicism use is also found in the ads section at a 30.5%. The most likely causes of these results are the same as explained for the El Comercio. In the sports section, Spanish

originating vocabulary does not exist or the anglicism is preferred over the Spanish available word. The sports reporter has no other option other than to use anglicisms to cover his sports coverage because no Spanish words are readily available or the readers prefer the anglicism. On the other hand, the ads section in Ultimas Noticias like El Comercio has the same objective. The goal is to catch the reader's attention and to find possible interested buyers for the offered products or services. The best way for ads to achieve this goal is to use language that is "in" or popular. In other words, ads must use vocabulary and phrases that sound fun, smart, nice, cool, and interesting to the reader. An effective technique to write these effective ads is to use anglicisms since a large portion of the Ecuadorian culture shows a high interest in the American language and culture.

Like the results in El Comercio, the sections with the lowest amount of anglicisms used in Ultimas Noticias are also the social pages section at 1.1% and the news section at 2.1%. The possible explanations for these results are the same as explained for El Comercio. In the case of the social pages, in Ultimas Noticias the available space for social pages is very small compared to the available space of all the other sections. On the other hand, for the news section, news reporters should transmit their news in the most professional manner possible. Like in El Comercio, news reporters in Ultimas

Noticias should stay away from slang, informal language, and unnecessary anglicism usage.

In the tabloid El Extra, the frequency results of anglicisms used in each section of this newspaper is also very similar to the results obtained in El Comercio and El Extra. Likewise, the sections with the highest anglicisms are the sports section and the ads section both at a 43.8%. These results are most likely due to the same facts already explained for El Comercio's and Ultimas Noticias' similar results. On the other hand, the sections with the least number of anglicisms are also the social pages with a 2.3% and the news section with only a 1.8% usage. These similar results are most likely due to the same reasons previously explained for El Comercio and Ultimas Noticias.

In all the three analyzed types of newspapers, the reports section is the section with the third lowest usage amount of anglicisms. El Comercio uses 12.3% of anglicisms, Ultimas Noticias uses 16.8%, and El Extra uses 8.2 % of anglicisms in the reports section. These similar results for the reports section in all three types of newspapers must be very similar to the news section explanation. Like in the news section, the reports section contains news to the public that usually wants to transmit a professional and serious message. The writer that writes a report wants the reader to believe what the reporter has to say. If the report is written with a large amount of unnecessary anglicisms and

slang then the reader will not take the report so seriously. Unnecessary anglicism usage refers to anglicisms used even though Spanish words are available to convey the same meaning or idea that the anglicism transmits. In conclusion, reports with little to no anglicisms offer a more professional and, therefore, a more convincing report to the prospective reader.

When the results of anglicism usage frequency investigated in the local, national, and tabloid newspapers are compared, El Comercio is the newspaper that uses the highest amount of anglicisms. In the seven studied El Comercio newspapers a total of 653 anglicisms were found. On the contrary, the seven Ultimas Noticias newspapers used a total of 190 anglicisms while the seven El Extra tabloids used a total of 219 anglicisms. The number of anglicisms found in El Comercio is about three times higher than the number of anglicisms found in both Ultimas Noticias and El Extra. A very reasonable explanation for these results is the fact that El Comercio is a bigger and longer newspaper than the local and tabloid newspapers. The Monday through Saturday El Comercio consists of about 30 to 48 pages each. The Sunday El Comercio newspaper consists of about 68 pages each with about 16 of these pages dedicated solely to advertisements. Meanwhile, an Ultimas Noticias newspaper consists of about 20-28 pages each and an El Extra newspaper consists of about 28 pages each. The national Ecuadorian

newspaper is almost twice longer than the local and tabloid newspapers. Since this national paper has more pages to work with, the chance of finding an anglicism in El Comercio is greater than in the local and tabloid newspapers. In addition, one page of El Comercio newspaper is almost two times bigger than an Ultimas Noticias or El Extra page. Not only does El Comercio have more pages for ads, reports, news coverage, etc, but El Comercio can fit more words on each page due to the bigger physical space its pages have.

Finally, when all the anglicisms found in all the 21 newspapers are compared, the words futbol (175 total times), full (165 total times), gol (91 total times), club (38 total times), and internet (26 total times) turn out to be the anglicisms mostly used. The words futbol and gol are clearly frequently used anglicisms because they are soccer terms. Like stated before, soccer is the most popular sport in the country. The Spanish equivalent word balompié that refers to the same sport as the anglicism futbol is rarely ever used in written or spoken Spanish. Other than the word balompié, no other Spanish words exist to replace the words futbol and gol. Due to the large amounts of articles and sports coverage related to soccer in these Ecuadorian newspapers, the anglicisms futbol and gol and derivatives from these anglicisms such as gol, golero, or futbolero are used very often.

On the other hand, the anglicism *full* is used mostly in advertisements. The word *full* is a word that not only makes the ads appealing, but is also very commonly used in everyday spoken Spanish. When the word *full* is used in the ads, the ads are more effective in offering their services and products.

On the contrary, the word *club* is used very much in sports reports in order to refer to a soccer association or other sports associations. In addition, the anglicism *club* is also frequently used in advertisements that offer clubs for sale. In these cases, the word *club* refers to either houses that are located in a certain club or urbanization or the anglicism refers to a place of musical entertainment that is for sale.

Yet, another frequently used anglicism is the word *internet*. The anglicism *internet* is also one of the mostly used anglicisms in newspapers since the Spanish equivalent '*la red*' is not used as often in written or spoken Spanish. Nowadays, technology is so important to the majority of people in the world that articles and stories related to technology and internet are inevitable. This research suggests that most Ecuadorians prefer to use the anglicism *internet* over the Spanish equivalent '*la red*'. Therefore, the anglicism *internet* is used a lot in all of Ecuador's newspapers since many ads, news, and reports sections need to make a reference or connection with an internet related topic.

Still, there are many other anglicisms that are not used very frequently in these Ecuadorian newspapers. Some examples of these anglicisms include the words yes, clown, rugby, iceberg, happy, and hostess. The reason these anglicisms are used very rarely is because they are written in very specific, irregular, non routine type of ads or reports. These anglicisms are words that are not needed very often because they describe topics that are not written about on a daily basis. For example, soccer reports are written in a daily basis in these newspapers so the anglicisms futbol and gol are used frequently. However, articles that need to use the anglicisms iceberg or clown are not written on a daily basis. The anglicisms with a low frequency use are only used for specific reports or ads that are not written on a daily basis.

Sociological Analysis

In this analysis, the criteria from interviewed linguistics, news reporters, educated readers, and my own criteria based on this research's results will be explored in order to attempt to explain the impact anglicisms have in Ecuador. This section will discuss the acceptance and rejection of the use of anglicisms in the Spanish language, specifically in Ecuadorian newspapers. In addition, this sociological analysis will discuss the impact anglicisms have on society's Ecuadorian cultural identity. Also, this section will discuss the impact that anglicisms have on the Spanish language. Does the use of anglicisms enrich or deteriorate the Spanish language? Do anglicisms in Spanish text affect the comprehension of the text?

To being with, this research suggests that the acceptance or rejection of the use of anglicisms, in Ecuadorian newspapers and Ecuador's Spanish in general, heavily varies due to age. Nowadays, the American culture has a very strong influence in Ecuador's youth and young adults. American music, movies, books, fashion, technology, and sports are just some of the American originating topics that Ecuador's young society is eager to participate in or own. The American culture is a novelty and trend for Ecuador's young society. In Ecuador, popularity, peer acceptance, or society acceptance depends heavily on how much English music one listens to and how much English one speaks, writes,

or reads. In some schools for example, the “cool kids” are usually the teenagers that incorporate many unnecessary English words in their everyday Spanish. The words full, cool, okay, bye, printiando, and chateando are some examples of unnecessary anglicisms these teenagers use when speaking Spanish. Therefore, this research implies that Ecuador’s youth and young adults tend to have a greater acceptance for the use of anglicisms.

On the other hand, older adults tend to be more reserved with their culture and language. This research implies that older adults do not easily welcome unnecessary anglicisms if a perfectly, functional Spanish word exists to express the needed message. Society’s older population tends to want to preserve their culture’s uniqueness by preserving their Spanish language. Some older adults even believe that “American trash” is filtering into the country because of the wide acceptance of American habits and language. “American trash” refers to unnecessary anglicisms like “printiando” instead of “imprimiendo” or “esta man” instead of “esta chica/amiga/conocida/persona”. In Ecuador, some older people believe that anglicisms are overly used, without need, and without any control. This population believes that sometimes anglicisms are necessary, but a control and limit should exist to avoid the deterioration of the Spanish language due to an excess use of unnecessary anglicisms. These different opinions concerning

anglicism usage in Ecuador's Spanish leads to the next question. Do anglicisms have an impact on Ecuador's cultural identity?

Based on this research, my own observations, and the criteria from my interviewed subjects, anglicisms do impact Ecuador's cultural identity. To start off with, the use of anglicisms heavily depends on a person's socio-economic levels. In Ecuador, the middle and high class tend to have better access to higher quality education opportunities than people from a lower economic class. High quality education in Ecuador is expensive. Most individuals from a low class cannot afford expensive, private schools. Most English acquisition occurs in these pricy, private schools. Therefore, when a person has a higher education in Ecuador, the individual tends to have more English knowledge.

In addition, most individuals in Ecuador with advanced English comprehension tend to come from middle and high economic classes. Therefore, due to their high English knowledge, individuals from a middle or high class society tend to openly accept anglicisms into their native Spanish language. In a lower class society level, most people do not have enough English knowledge to understand, need, want, or use anglicisms. This previously stated conclusion could also help explain why there are so many more anglicisms in the national newspaper compared to the tabloid newspapers. The national newspaper tends to

be longer and is read by people from all socio-economic levels.

Therefore, anglicisms used in this newspaper are easily understood by most readers.

On the other hand, tabloids target a lower socio economic population. Therefore, the Ecuadorian tabloid tends to use less, unnecessary anglicisms since most of its readers will not understand the meaning of the anglicisms. All in all, these age and socioeconomic variables definitely influence if an individual believes that anglicisms enrich or deteriorate the Spanish language. In addition, these variables will help determine if the comprehension of the actual written Spanish text containing anglicisms is affected or not by the use of anglicisms.

Do anglicisms affect the comprehension of the text? The answer to this question varies according to what specific anglicism is used in the text. There are anglicisms in Spanish that are needed because either the Spanish equivalent word does not exist or the Spanish equivalent word is so rarely used that most people don't even have knowledge of the word. For instance, balompié is the Spanish word for the anglicism futbol, but most people do not even know that the word balompié exists. In the case of texts that include commonly used anglicisms like futbol (balompié), gol(point scored in soccer game), pc (ordenador), computadora (ordenador), and internet (la red), the text's comprehension is not affected by the anglicisms because most literate

people in Ecuador comprehend the meaning of these words. However, less common anglicisms like clown (payaso), coaching (entrenando), and shoes (zapatos) require the reader to have a higher English comprehension in order to understand the entire text. In these cases, people with less English comprehension would not understand the text fully, thus the anglicisms would affect the comprehension of the written text. Therefore, a specific conclusion on whether anglicisms affect text comprehension cannot be stated since this effect varies depending on specific anglicisms. Likewise, whether anglicisms enrich or deteriorate the Spanish language also varies.

To begin with, in the case of sports and technology related anglicisms, these anglicisms enrich the Spanish language. These anglicisms enrich the language because no other Spanish equivalent word exists or the Spanish equivalent word is not commonly known and understood. For example, some sports like volleyball originate from the English speaking country the United States of America. When volleyball was incorporated into the Spanish language, the use of volleyball related anglicisms was only natural. The anglicisms come from English, and volleyball comes from an English speaking country. In this case, we could say that the anglicisms related to volleyball or similar subjects enrich the Spanish language because no Spanish word exists to describe the new sport or technology. For instance, many technological advances

and technological devices were created in English speaking countries before introduced in Ecuador. In addition, these anglicisms help show the roots of the specific sport, technology, or similar situated topic.

Likewise, we must acknowledge that many anglicisms are created due to globalization. The Wikipedia online dictionary defines globalization as “an ongoing process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and trade.” In addition, this online encyclopedia states that globalization also refers “to the transnational circulation of ideas, languages, or popular culture through acculturation.” Therefore, due to the globalization of sports, technology, and other ideas, anglicisms in Spanish are needed in order to correctly communicate in the native tongue about these various, foreign themes. On the contrary, Spanish equivalent words could be created to replace anglicisms but, the roots of these different sports, technologies, etc would not be so easily identified.

Therefore, in some cases, anglicisms enrich the Spanish language because these words help us to communicate in Spanish about new customs and ideas integrated into our Ecuadorian cultures from foreign countries.

However, as stated before, whether anglicisms enrich or deteriorate the Spanish tongue varies. Since we now know how anglicisms enrich the Spanish language, I must discuss why anglicisms can deteriorate the Spanish language. Like explained before, some anglicisms are needed and others are not. Anglicisms related to non originating Spanish sports and foreign technologies are justified since no Spanish equivalent word exists. However, anglicisms found in this research like yes, happy, full, and power are all unnecessary anglicisms. In this case, Spanish equivalent words do exist. “Si” instead of “yes”, “feliz” instead of “happy”, “equipado” or “lleno” instead of “full”, and “poder” instead of “power” are all Spanish words that could have been used instead of the anglicism.

In the above mentioned case, all my interviewed subjects whether young or old, well off financially or not, agreed that in order to preserve and appreciate the Spanish language and culture, unnecessary anglicisms should be avoided. Through this point of view, anglicisms have to be used very carefully or else we could butcher the Spanish tongue forever. If anglicism usage continues to grow without any balance or control, the Spanish language could eventually become so changed that the Spanish tongue could possibly lose many of its roots and history. To back this up, the Wikipedia encyclopedia states that “about 35% of the world's mail, telexes, and cables are in English,

approximately 40% of the world's radio programs are in English, and about 50% of all Internet traffic uses English.”

Now I ask, if we don't find a balance to control the use of anglicisms in Ecuadorian newspapers, could an overuse of anglicisms cause our Ecuadorian newspapers to eventually include some or all texts solely in English? Obviously this research cannot answer this question, but this research does make the reader aware of anglicisms in our nation's newspapers. In addition, the reader becomes aware that anglicisms are sometimes used unnecessarily in Ecuadorian newspapers.

Conclusions

*In sports related topics, many anglicisms are used since no Spanish equivalent vocabulary exist for these sports topics. Examples of these sports include volleyball, basketball, and baseball.

*In Ecuador, soccer anglicisms in Spanish are used the most due to the fact that soccer is the most popular sport in Ecuador. The anglicisms futbol and gol and the respective derivatives from these anglicisms such as futbolero, golero, and goleada are constantly used in the Spanish language. Even if Spanish equivalent words do exist for soccer related terms, like balompie, the anglicisms are more popular.

*Anglicisms are commonly used in newspaper's written advertisements in order to create appealing and effective ads since "American" sells well. Today's society loves to buy "gringo" things or American related things. Therefore, the use of anglicisms in ads sells because the ads are able to catch the reader's attention!

*The news sections do not include as many anglicisms as much as the sports and ads section of Ecuadorian newspapers because news reporters must transmit their news in the most professional manner possible. In Ecuadorian newspapers, a news report with anglicisms does not sound as serious as a news report using only Spanish vocabulary.

*Ecuadorian newspapers, whether national, local, or tabloids, do use anglicisms in their various sections. These sections consist of a news, reports, ads, sports, and social pages section.

*In some cases, anglicisms are unnecessarily used in Ecuadorian newspapers because Spanish equivalent words do exist that could replace these anglicisms. Some of these anglicisms include internet (la red), happy (feliz), and yes (si).

*Some anglicisms used in Ecuadorian newspapers suffer morphological variations when expressed in Spanish. Examples of these anglicisms include futbol (football), gol (goal), voleibol (volleyball), and basquet (basketball).

*Some anglicisms used in Ecuadorian newspapers do not suffer any morphological changes when expressed in Spanish. Examples of these anglicisms include club, ranking, and rating.

*This research demonstrates that the sports and ads sections of Ecuadorian newspapers are the newspaper sections that mostly use the anglicisms in their Spanish text.

*This research demonstrates that in Ecuador, the national newspaper contains more anglicisms than the local and tabloid newspapers since the national newspaper contains more pages to publish its reports. In addition, the page size of the national newspaper is about two times

bigger than the local and tabloid newspapers. With more printing space, this national newspaper has more space to use anglicisms.

*This research suggests that the acceptance of the use of anglicisms in Ecuador's Spanish is an opinion that varies greatly on an individual basis. Some factors that affect these opinions are age factors and socio economic status.

*During this research, I observed that Ecuador's society is aware of anglicisms in the Spanish language. The individuals interviewed showed an interest in the subject and feel that our society must be aware that anglicisms are used in Spanish. Some people support the use of anglicisms to a certain point while others reject the use of anglicisms unless a Spanish equivalent word does not exist. Whichever side they were on, they were aware that anglicisms have filtered the Spanish language in Ecuador.

*This research has made me aware of the use of anglicisms in Ecuadorian newspaper and spoken Spanish. In addition, this research has made me question whether or not it is correct to use an anglicism if a Spanish equivalent word is available.

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ANNEXES

Annex 1

(Interviews)

Interview #1

Adriana Espinoza

1. What is your profession?
 - a. News Reporter
2. For how long have you been practicing your profession?
 - a. 2 years
3. Why do you think anglicisms are used in newspapers?
 - a. Anglicisms are part of our normal, peaking, Spanish language.
4. Do you think it is good to use anglicisms? Why?
 - a. In newspaper articles I think it is good to use them because anglicisms make the article sound more realistic to the reader.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect because we are losing part of our Spanish language vocabulary.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. Full, in advertisements.
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I believe most readers think its Spanish.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I myself am aware when I use anglicisms.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes, you can see the influence in all the anglicisms used in newspapers, ads, magazines, radio, banners, and television.

10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. Absolutely necessary...no. But the anglicisms make a more easy to read/understand article.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Advertisements
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?
 - a. I believe most Ecuadorians accept the anglicisms because I think most don't even realize that some words are actually anglicisms. I think the average reader does not even know what an anglicism is.

Interview #2

Maria Dolores Escuderos Salvador

1. What is your profession?
 - a. Linguist
2. For how long have you been practicing your profession?
 - a. 20 years
3. Why do you think anglicisms are used in newspapers?
 - a. Reporters use anglicisms on purpose in order to catch the reader's attention better. Also, it's a globalization effect.
4. Do you think it is good to use anglicisms? Why?
 - a. Absolutely not! Anglicisms are unnecessarily used. They are used in a wrong manner. Anglicisms are ruining our Spanish language.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect. We use them without need. Our Spanish is being deteriorated.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. I do not use anglicisms unless I need an anglicism for a medical, technical or sports vocabulary word where a Spanish equivalent does not exist. The most common anglicisms I see are "printiando" y este "man".
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I think educated people and writers are aware of anglicisms. I believe young readers and non college educated people think anglicisms are normal Spanish.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Writers are aware they use anglicisms.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes, English is influencing our English language. High class adults and young adults like to use anglicisms because it

makes them socially “better” or “smarter”. Teenagers and young adults think it’s cool to use anglicisms.

10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. No it is not necessary! In very few occasions you really need an anglicism because the Spanish word doesn’t exist. Like in technical, computer cases.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Advertisements and social pages.
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?
 - a. Educated writers, linguists, and college educated adults are usually against the use of anglicisms. Our young population love anglicisms.

Interview #3

Veronica Rivadeneria

1. What is your profession?
 - a. Prekindergarten teacher
2. For how long have you been practicing your profession?
 - a. 10 years
3. Why do you think anglicisms are used in newspapers?
 - a. Anglicisms have become part of our normal Spanish.
4. Do you think it is good to use anglicisms? Why?
 - a. No it's not good because it deteriorates our Spanish tongue.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect because anglicisms deteriorate Spanish.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. I use "full" a lot when I speak. Example, "Estoy a full."
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I think most readers think anglicisms are Spanish.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I think writers are aware when they use anglicisms. At least I hope they are!
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes! You hear people use anglicisms all the time when they speak.
10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. No.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Sports and advertisements.

12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?
 - a. I think most Ecuadorians accept anglicisms. I think only the very old, conservative adults and the college educated adults are against the use of anglicisms.

Interview #4

Ricardo Gonzalez

1. What is your profession?
 - a. Operations manager in plastic factory.
2. For how long have you been practicing your profession?
 - a. 13 years
3. Why do you think anglicisms are used in newspapers?
 - a. It's part of our normal Spanish.
4. Do you think it is good to use anglicisms? Why?
 - a. Yes, because using anglicisms has become our natural way to speak.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Positive, it's part of globalization. It enriches our language.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. "Full", I use it a lot when I speak.
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. We think it is normal Spanish.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Educated writers should be aware they use anglicisms.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes, through globalization. You hear and read English everywhere!
10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. Yes because now it is part of our Spanish language.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Sports and advertisements.
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?

- a. I think most accept anglicisms. I think only the old, conservative adults are against anglicisms because they are afraid of changes.

Interview #5

Cristina Alvear

1. What is your profession?
 - a. Prekindergarten teacher
2. For how long have you been practicing your profession?
 - a. 5 years
3. Why do you think anglicisms are used in newspapers?
 - a. So readers read a Spanish they are familiar with.
4. Do you think it is good to use anglicisms? Why?
 - a. No, it deteriorates Spanish.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect because anglicisms deteriorate Spanish.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. I use “full” when I talk. I really don’t write a lot. I plan my classes but the planning is all in English since I’m an English teacher.
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Most think its regular Spanish.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Professional writers are aware they use anglicisms.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes! Just at school I hear the young kids and teenagers use “spanglish” all the time just to sound cool.
10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. No.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Ads.
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?
 - a. Our young population love to use anglicisms! The older, conservative, educated adults are against anglicisms.

Interview #6.

Camila Moscoso

1. What is your profession?
 - a. Prekindergarten assistant teacher
2. For how long have you been practicing your profession?
 - a. 2 years
3. Why do you think anglicisms are used in newspapers?
 - a. To catch the average reader's attention.
4. Do you think it is good to use anglicisms? Why?
 - a. Not really because we over use them when it is not necessary.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect because anglicisms deteriorate Spanish.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. The word "full" when I talk.
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. The average reader isn't aware.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Yes they are aware.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes! Now a day, everything related to the United States is wonderful and loved by people. Our young adults especially love to speak English. Speaking English or "spanglish" is in!
10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. No.
11. Which written section of newspapers do you think has the most anglicisms?
 - a. Ads.
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?

- a. I think it is divided in 2 parts. Our young population love anglicisms! Our old population are against and don't even understand anglicisms.

Interview #7

Adrian Bolaños

1. What is your profession?
 - a. College student in my last year.
2. For how long have you been practicing your profession?
 - a. 4 years.
3. Why do you think anglicisms are used in newspapers?
 - a. Writers use them to get the reader's attention, and to make the article more interesting.
4. Do you think it is good to use anglicisms? Why?
 - a. Not really because we use them too much. Anglicisms are deteriorating and changing our Spanish.
5. Do you think the use of anglicisms has a positive or negative effect on our culture? Why?
 - a. Negative effect because we are losing our roots.
6. What are the most common anglicisms you use? In what type of compositions or articles do you use them?
 - a. "Full" in conversation. In my writing, I try not to use anglicisms unless I can't find the Spanish word for what I want to state.
7. Do you think readers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. I think educated readers are aware of anglicisms. I think uneducated readers are not aware of anglicisms. I think these uneducated people do not even know the meaning of the word anglicism.
8. Do you think writers are aware of anglicisms in newspapers or do they think anglicisms are normal Spanish words?
 - a. Yes, they are aware.
9. Do you think the English language is influencing our Spanish language? How?
 - a. Yes, you see English words everywhere! On billboards, television, radio, newspaper, magazines, and advertisements. I think it is part of globalization.
10. Do you think it is necessary to use anglicisms in our newspapers?
 - a. No.

11. Which written section of newspapers do you think has the most anglicisms?
 - a. Ads.
12. What do you think is the level of acceptance Ecuadorians have on the use of anglicisms in newspapers?
 - a. I think our uneducated population accepts anglicisms because they are not even aware of them. I think most teenagers also accept anglicisms because they think it is cool to use English words. I think educated adults do not accept anglicisms because we realize these anglicisms are deteriorating our Spanish language and therefore our Spanish roots.

Annex 2

(Charts)

Chart: 1

Variable: National Newspaper:
El Comercio
Sub
variable: News Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 2

Variable: National Newspaper:
El Comercio
Subvariable: Ads Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 3

National Newspaper:
Variable: El Comercio
Subvariable: Reports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 4

National Newspaper:
Variable: El Comercio
Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 5

National Newspaper:
Variable: El Comercio
Subvariable:
Sports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 6

Local Newspaper:
Variable: Ultimas Noticias
Subvariable:
News Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 7

Variable: Local Newspaper:
Ultimas Noticias

Subvariable: Ads Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 8

Variable: Local Newspaper:
Ultimas Noticias

Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 9

Local Newspaper:
Variable: Ultimas Noticias
Subvariable:
Reports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 10

Local Newspaper:
Variable: Ultimas Noticias
Subvariable:
Sports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 11

Variable: Tabloid: El Extra

Subvariable: News Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 12

Variable: Tabloid: El Extra

Subvariable: Ads Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 13

Variable: Tabloid: El Extra

Subvariable: Social Pages

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 14

Variable: Tabloid: El Extra

Subvariable: Reports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 15
Variable: Tabloid: El Extra

Subvariable: Sports Section

Anglicisms	Examples	Number of times word is repeated	Title of article	Date

Author: Juanita Garcia

Chart: 16
Variable: National Newspaper "El Comercio"

	Section	F	%
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

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Chart: 17

Variable: Local Newspaper "Ultimas Noticias"

Anglicisms	Section		
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author: Juanita Garcia

Chart: 18

Variable: Tabloid sensacionalista "El Extra"

Anglicisms	Section		
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

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Chart: 19

The Most Frequent Anglicisms (in all variables)

Anglicisms	Number of times that word is repeated
1, full	
2, futbol	
3, gol	
4, club	
5, internet	

Author: Juanita Garcia