



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 ANGUOISMS USED IN ECUADORIAN NEWSPAPERS

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

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SUCÚA – MORONA SANTIAGO

2010

CERTIFICATION

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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 Técnica Particular de Loja.

Loja, September 2010

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

September 2010

.....
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AUTHOR

DEDICATION

With love I dedicate this thesis to God for helping me in all the moments of my life.

To: Sandro, Sadrito, Andy, and Felipito, my beloved husband and sons; to Carlos and Yolanda my dear and the best parents; to Digna and Galo my dear in-laws, who supported me with their love and comprehension.

ACKNOWLEDGMENT

I want to thank to the Universidad Técnica Particular de Loja for giving me the opportunity to finish my program.

My gratefulness to Alexandra Zúñiga, my thesis director, who has given me her valuable time and knowledge.

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ABSTRACT

This research details the main results of a descriptive analysis of anglicisms used in Ecuadorian newspapers. This analysis tries to verify that newspapers use lexical terms regarded as anglicisms in their written expressions. Also, it tries to identify the social factors for language change in our country, giving special attention to the influence of English. Finally, it establishes if many of these anglicisms are used unnecessarily in our language.

In order to obtain these goals, the field research was performed in Sucúa City. The hard data was obtained through direct observation in the following subvariables: news, ads, reports, social pages and sports sections of seven consecutive publications from the following sources: a national newspaper, *El Comercio*, a local newspaper, *La Randimpa*, and a tabloid, *El Extra*. The data is presented in charts and tabulated in qualitative and quantitative form. This research also includes descriptive, linguistic, and social analyses of anglicisms in relation to their use in newspapers. The linguistic analysis includes a breakdown of the etymological, syntactic-semantic, and morphological aspects of ten anglicisms from each newspaper. The analytic and descriptive methods have been applied with the purpose of establishing interpretative and explicative relations between the theory and the information obtained through the research.

There are anglicisms, especially technological terms, that do not have a specific translation in Spanish; and for this reason, they need to be written in English. This research demonstrates that Ecuadorian newspapers use that kind of anglicisms very frequently, but also they use expressions that are borrowed from English and other languages like, French, German and Italian, use that it is unnecessary, because there are words in Spanish with the same meaning.

Therefore, the most important conclusion is that our language has been influenced by a great amount of anglicisms as a consequence principally of, the human movement (tourism, immigration and migration) and the new informatic technologies. More than 50% of borrowed expressions impoverish our language and are used unnecessarily because there are equivalent words in Spanish that can be used.

INTRODUCTION

Language is a human construction which is variable and in permanent modification. The Spanish language has been influenced by other languages like French, Italian and particularly English throughout history.

The principal contribution of the English language in Spanish is given in areas such as sports, fashion, and technology. Presently, English is the language of international communication, and with the expansion of the Internet in our country, the study of this language is a necessity. The most significant scientific and technical advances are published in magazines and in books, principally, in the United States and Canada countries in which the mother tongue is English. Our industries, companies, private and public institutions, and society in general are always updating technologically. For these reasons, the multiplication of communication means and tourism are the main factors which have caused the adoption of anglicisms in our country.

Anglicisms are linguistic borrowings from the English language. Nevertheless, it is precise to distinguish between “borrowings by necessity” when there are lexical deficits, from others, that are used unnecessarily. Means of communication spread quickly all type of expressions and terms. It is necessary to analyze which would be the contributions that enrich our language and which deteriorate it.

The purpose of the present research project is to carry out a descriptive, linguistic, and social analysis of present written language in Ecuadorian newspapers where we will focus on the use of lexical terms regarded as anglicisms. There has been some previous research on the topic related to anglicisms.

García J. (1998) reports morphosyntactic anglicisms are the result of a literal translation of the original form. This kind of translation is, most of the times, correct for the translator. In other occasions, the calques structures are accepted by Spanish speaking people, but these calques are more limited in Spanish than their corresponding words in English. However, English influence is hidden or tolerated by the journalistic language because some English expressions have better diffusion than the corresponding Spanish expressions.

Rábago A. (2008) says that, at present, the dynamic of Spanish language transformation exceeds the regulations of an Academy of the language which is cautious and distrustful with its linguistic system. Mainly, when this dynamic of language transformation starts to be in contact with a Spanish speaking people which accepts transformations in its official language based on the use and the invention but also on the technological performance that it propels. In this specific case, the border zone has been identified as a cultural and social collision. The language used in this zone tries to establish connections between English and Spanish to help the communication

with a pragmatic sense. Finally, it is possible that the recognition of both languages importance sensitizes people to learn how to communicate in the corresponding foreign language.

Delgado A. & Hernández G. (2001) manifests that, nowadays in this globalized world, it is very important to make an effort to acquire other languages. But, the knowledge of a second language is not a reason to mix it with a native language. The excessive use of anglicisms is the reason behind the loss of language and culture identity. Everybody has to take an attitude of responsibility with the language. Journalists, linguists, and translators are the minority in a community, the way they use the language affects all the society.

A study of the use of anglicisms in newspapers has not been done yet in our country. Therefore, it is necessary to investigate this topic, in order to get better insights on the written language Ecuadorians use.

This research is possible, in the first place, thanks to the support provided and the interest shown by the university regarding the present program. Secondly, the UTPL counts on the physical and logistical facilities necessary to carry out this investigation. Finally, as a UTPL student it was a pleasure for me to carry out this investigation due to my interest in the topic. All the research was performed in Sucúa City. It is a small city located in the Morona Santiago province. Here, we do not have a daily local newspaper, only

a weekly newspaper. For this reason, I had to begin collecting it since October. We have two small libraries. One of my biggest limitations was that in these libraries I could not find texts about some important concepts that were needed in order to develop the theoretical background for this research. To solve this problem I traveled to Cuenca City to obtain this information. An important part of the analysis was the interviews and I could not find a linguist to get his or her opinion about the anglicisms. Instead, I interviewed the Philosophy Department's vice chair from the "Universidad Central de Cuenca". While I was gathering first hand data from the newspapers, I grew excited to get more and more anglicisms in each newspaper. At first, I did not realize that these words were anglicisms. In other words, I had a great experience and I learned a lot from this research.

The objectives in the present research project have been reached almost in their totality:

- To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. This objective has been reached completely because through the research was determined that from 243.600 words written approximately in "El Comercio" newspaper weekly, 961 are anglicisms, corresponding this data to 0.4% of total words. From 110.800 words written approximately in "El Extra" newspaper

weekly, 427 are anglicisms, this is 0.4% of total words. From 70.560 words written approximately in “La Randimpa” newspaper weekly, 115 are anglicisms, this is 0.2% of total words.

- To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador. Research shows that the anglicisms more commonly used in newspaper material in Ecuador are: *full* with a frequency of 315 repetitions, *fútbol* with 143 repetitions, *club* with 117 repetitions, *gol* with 79 repetitions and *Internet* with 53 repetitions. In total were found 158 different anglicisms.
- To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic, and morphological aspects. In fact, there are some anglicisms that have not been accepted by the Spanish Royal Academy of the Language, e.g. *full*, *tip*, *spa*. Some anglicisms have been accepted by the Spanish Royal Academy of the Language, e.g. *show*, *récord*, *festival*. Some anglicisms suffer changes at morphological level, e.g. *estrés* – *stress*, *estándar* – *standard*, *récord* – *record*.
- To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. The section in which anglicisms are mostly used is Ads section with a frequency of 693 anglicisms that corresponds to 46% of the total. In second

place is the Sports section with 22%, followed of the Reports section with a 14%. In fourth place is, the Social Pages section with a 13%, and finally the News section with a 5%.

- To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers. Ecuadorians have a high level of acceptance on the use of anglicisms in newspapers.

METHODOLOGY

This research is a descriptive and analytic study about anglicisms. used in Ecuadorian newspapers. The investigation began to be developed in October with the guidance of Rosario María Burneo, M.A., and the members that form part of the Graduation Program.

In order to carry out this thesis, it was necessary to follow this procedure:

Firstly, a bibliographical investigation was performed in order to get a scientific basis for the analysis of the data that was obtained through the field research. To make the theoretical framework a bibliographic and descriptive method was used. The following topics were investigated and described within the theoretical background of this research: language, linguistics, branches of linguistics (morphology, semantics, syntax, pragmatics, and phonology), morphological procedures, historical linguistics, language change, language vice, neologisms, barbarisms, anglicisms, foreign language interference, newspaper and tabloid, and previous studies.

Once the theoretical background was established, the field research began. It was performed in Sucúa City. The first hand data was obtained through direct observation in the following subvariables: news, ads, reports, social pages and sports sections of seven consecutive publications from the following variables: a

national newspaper *El Comercio*, a local newspaper *La Randimpa* and a tabloid *El Extra*.

El Comercio

El Comercio is a newspaper with national coverage and conservative viewpoints. It has been published daily, since 1906. Its headquarters is located in Quito and it contains the following sections: General Information, Politics, Economy, Quito Events, Culture, Society, Sports, Entertainment, Science and Technology.

The data was gathered from October 19th to October 25th, 2009.

La Randimpa

La Randimpa is a local newspaper published weekly, since 2008, in Macas City, the capital of Morona Santiago. Its sections are: Local News, Sports, Local Events, National News and Social Pages.

Because this is a weekly newspaper, the data was gathered since October 31st to December 4th, 2009.

El Extra

El Extra is a tabloid. This is a newspaper published daily in Guayaquil since 1974. It is characterized by its sensationalism and images without censorship that are focused on lurid stories, accidents, murders, suicides, and crimes. This newspaper includes photographs of a highly erotic content. In addition, this publication is geared to the masses because it is a relatively inexpensive newspaper.

The data was gathered from October 26th to November 1st, 2009.

At the same time that the first hand data was gathered, interviews were made to a select group of professionals. Two Literature teachers from *Río Upano High School*, the director of *La Randimpa* newspaper, the principal of ESPOCH University at Macas, and a faculty member of the Philosophy Department from the *Universidad Central de Cuenca*.

After that, the information gathered was tabulated in qualitative and quantitative form and presented in charts according to the variables and sub variables proposed.

Then a linguistic, comparative, and sociological analysis of anglicisms was performed, in the form that they are used in newspapers.

The linguistic analysis was made, regarding etymological, syntactic-semantic, and morphological aspects of ten anglicisms from each newspaper. The analytic and descriptive method have been applied, with the purpose of establishing interpretative and explicative relations between the theory and the information gathered through the research.

In the etymological analysis, it was determined if the word has been accepted by the Spanish Royal Academy of the Language. Also, the origin of the term was specified, noting if it comes from Middle English, Old English, or American English.

In the syntactic-semantic analysis, the function of the word was indicated and its meaning was given within the context in which the word was found.

Also, in the morphological analysis the changes or adaptations that the word has suffered were described.

The comparative analysis was made between the sub variables of each variable taking as reference the frequencies of use and percentages obtained. Also, another comparative analysis was performed between *El Comercio*, *La Randimpa*, and *El Extra*.

The sociological analysis was written, taking as a reference the opinions that were given by the persons who were interviewed, and my own opinions, according to the results that were obtained.

Finally, the conclusions were written according to the results obtained through the investigation.

Due to the nature of this investigation scientific methods, techniques, instruments, and materials were used. The bibliographic method for gathering the scientific material necessary for the theoretical frame, and the analytic and descriptive methods in order to do the descriptive and statistical analysis, and the interpretation of the data gathered through the field research done.

The techniques applied were: selection of written material, note-taking to collect bibliographic information, and interviews. Also instruments and materials were used like: direct observation forms,

bibliographic cards, survey forms, charts, a computer, paper, and a tape recorder.

Languages are not exact or motionless structures. They are in permanent modification as a consequence of human movement (tourism, immigration, and migration), new information technologies, and the amount of information that travels around the world. This, and the extensive use of the English language throughout the world are powerful reasons to use anglicisms in Ecuadorian newspapers.

RESULTS

CUALITATIVE TABULATION

Chart One

Variable: National Newspaper "El Comercio"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Boom	El " boom " camaronero	1	La prensa denunció el lado obscuro de la obra en Los Perales	19-10-09
Reality	Promover un reality show	3	El caso del "niño del globo" fue una farsa	19-10-09
Show	Promover un reality show	4	El caso del "niño del globo" fue una farsa	19-10-09
Fútbol	El mítico estadio de fútbol Maracanã	2	La violencia por el narcotráfico continuó en Río de Janeiro	19-10-09
Fútbol	Fabricio Correa jugó fútbol ayer	1	F. Correa difundió un rumor de prisión	19-10-09
Cheque	Obtener documentos como cheques	1	La presión de la opinión pública llevó a descubrir el caso Peñaranda	20-10-09
Fútbol	El fútbol profesional	1	La Asamblea recibió ayer a Luis Chiriboga	20-10-09
Call center	Según el call center	1	Nadie responde por los árboles caídos	20-10-09

Líder	El líder colombiano	2	Brasil debe ejercer su papel de líder regional	20-10-09
Líder	Presidencia del derrocado líder	1	Las negociaciones en Honduras se hallan en un punto muerto	20-10-09
Líder	Para ser los líderes en tecnología	1	Nobis apunta a los servicios de tecnología	20-10-09
Jeans	Vestía jeans , zapatos deportivos	1	Un narco preso por suplantar identidad	21-10-09
Web	Eslogan y página web .	1	La Corte cambia de logo	21-10-09
Ranking	El ranking de la libertad de prensa	2	Dinamarca, a la cabeza de la libertad de prensa	21-10-09
Web	La página web del SRI	1	El SRI abrió una investigación tributaria a cuentas de Invermun	22-10-09
Kit	Virgilio Andrago entregó 53 kits escolares	2	El Cabildo entregó 53 kits escolares	22-10-09
Líder	Principal líder del cartel del Norte	1	Narco será juzgado antes de ir a EE.UU	22-10-09
Tráiler	Camioneros y conductores de tráileres	1	El primer eje binacional se inaugura hoy	22-10-09
Chip	relojes, radios, chips , celulares, cámaras	2	Policía decomisó mercadería en el CC Montúfar	23-10-09
Ranking	Ranking de laboratorios	1	2214 patentes médicas se analizarán	23-10-09

Software	empresas desarrolladoras de software	4	La Feria Compu pone énfasis en el software	23-10-09
Chip	Para extraer el chip hay que destruir la cédula	2	La Feria Compu pone énfasis en el software	23-10-09
WEB	Según el portal web	1	Invermun sorteó 10 años de litigios	23-10-09
Líder	El líder bolivariano	1	La imagen de Chávez cae en Venezuela	23-10-09
Jacuzzi	No es tiempo de jacuzzi	1	La imagen de Chávez cae en Venezuela	23-10-09
WEB	Más de 110 páginas web	1	Regulación de medios públicos	24-10-09
Spot	Se hicieron cuatro cuñas y spots	1	Inverum contrató a Creacional: Fabricio	24-10-09
Holding	El 'holding' colombo-brasileño	2	Synergy Group ya definió la compra de acciones de Aerogal	24-10-09
Record	Gasto electoral al récord del Alcalde de N. York	1	Gasto electoral al récord del Alcalde de N. York	25-10-09

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Chart Two

Variable: National Newspaper "El Comercio"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Chat	Correo, fotos, chat en un solo equipo	1	Products	19-10-09
Trackpad	Ahora con un trackpad más fácil y rápido de usar	1	Products	19-10-09
Marketing	Domine el marketing para alcanzar el éxito	1	Products	19-10-09
Stock	Hasta agotar stock	2	Products	19-10-09
Halloween	Por halloween nuestros precios también se disfrazan	1	Products	19-10-09
Minilaptop	Minilaptop Acer \$340 092750783	1	Products	19-10-09
Show	anticípese al auto show	1	Automobile	19-10-09
Full	Full equipo	4	Automobile	19-10-09
Trailer	Trailer Kenworth T - 800	1	Automobile	19-10-09
October	BUGGATTI October sale	1	Markets	19-10-09
Sale	BUGGATTI October sale	1	Markets	19-10-09
Stock	Hasta agotar stock	1	Markets	19-10-09
Full	blanco/negro y full color	2	Markets	19-10-09

Líder	Últimas noticias líderes	2	Markets	19-10-09
Cheque	en efectivo, cheque de empresa	2	Markets	19-10-09
Jeans	Confección jeans requiere bordador	2	Jobs and services	19-10-09
Mail	Enviar hoja de vida al mail	3	Jobs and services	19-10-09
Lunch	Comisiones, lunch diario, transporte	1	Jobs and services	19-10-09
Catering	Ser requiere para catering cocinero	1	Jobs and services	19-10-09
Clóset	Relacamos, muebles, puertas clósets	1	Jobs and services	19-10-09
Dry foam	Lavado alfombras método dry foam	1	Jobs and services	19-10-09
Internet	Vendo Internet copiadora	1	Real state	19-10-09
Full	Cinco puertas 4x4 automático full equipo	15	Automobile	20-10-09
Internet	Obtén votos vía SMS, Internet	1	Automobile	20-10-09
Trailer	Trailer Kenworth T-800	1	Automobile	20-10-09
Call center	Call center: 1800101075	1	Markets	20-10-09
Notebook	Por la compra de cualquier notebook	2	Markets	20-10-09
Mouse	Discos Duros, Mouse,	1	Markets	20-10-09

Web Cam	Mouse, Web Cam Parlantes	1	Markets	20-10-09
Pendrive	Parlantes, Pendrives , Teclados,	1	Markets	20-10-09
IPod	Teclados, Cámaras, Ipods ,	1	Markets	20-10-09
DVD	Puertos USB, Dvd , Audífonos	1	Markets	20-10-09
Full	blanco/negro y full color	3	Markets	20-10-09
Líder	Últimas noticias líderes	3	Markets	20-10-09
Cheque	en efectivo, cheque de empresa	3	Markets	20-10-09
Stock	Hasta agotar stock .	2	Products	20-10-09
Singles	SINGLES Americanos \$30,00	1	Products	20-10-09
Long Play	Long Play nacionales \$4,00	1	Products	20-10-09
Clóset	Puertas, clósets , cocinas	2	Jobs and services	20-10-09
Jeans	Personal para confeccionar jeans	1	Jobs and services	20-10-09
Free lance	solicita vendedor free lance	1	Jobs and services	20-10-09
Dry foam	Lavado alfombras, método dry foam	1	Jobs and services	20-10-09
Show	Te esperamos con shows y regalos	1	Markets	21-10-09
Gift card	Gift card conda-do shopping	1	Markets	21-10-09

Full	artes en blanco/ negro y full color	3	Markets	21-10-09
Líder	Últimas noticias líderes	3	Markets	21-10-09
Cheque	en efectivo, cheque de em- presa	3	Markets	21-10-09
Spa	ARRIENDO Casa y spa Tumbaco	1	Real State	21-10-09
Squash	Turco, cancha múltiple, squash	1	Real State	21-10-09
Hotdog	Coche hotdog	1	Real State	21-10-09
Full	\$20.800 BMW 528i 98 full , im- pecable	30	Automobile	21-10-09
Semifull	SPARK 2006 semifull vendo flamante	1	Automobile	21-10-09
Call Center	Personal femeni- no para Call Center	1	Jobs and services	21-10-09
Clóset	Tabloncillo par- quet flotante, clósets	1	Jobs and services	21-10-09
Disjockey	Solicito disjokey sonidista	1	Jobs and services	21-10-09
Spa	Asistente spa facial	1	Jobs and services	21-10-09
Mail	Doméstica puer- tas afuera mail	1	Jobs and services	21-10-09
iPod	Radio AM/FM con iPod ready	1	Automobile	22-10-09
Ready	Radio AM/FM con iPod ready	1	Automobile	22-10-09
Full	Versiones full equipo con ABS	36	Automobile	22-10-09
Semifull	Plateado semifull único dueño	2	Automobile	22-10-09

Airbag	Transmisión manual de 6 marchas, 6 airbags	1	Automobile	22-10-09
Club	El Club de Suscriptores de El Comercio	2	Markets	22-10-09
Set	El Comercio y Kitchen Aid te regalan un set de cocina	2	Markets	22-10-09
Full	artes en blanco/negro y full color	3	Markets	22-10-09
Líder	Últimas noticias líderes	3	Markets	22-10-09
Cheque	en efectivo, cheque de empresa	3	Markets	22-10-09
Internet	Vendo cybercafé, internet cafetería	2	Real State	22-10-09
Confort	2,3 dormitorios todo confort	2	Real State	22-10-09
Máster	Baño privado máster con walking	1	Real State	22-10-09
Walking	Máster con walking	1	Real State	22-10-09
Clóset	Tabloncillo parquet flotante, clósets	1	Jobs and services	22-10-09
Disjokey	Solicito disjokey sonidista y saloneros	1	Jobs and services	22-10-09
Call Center	Telefonistas para Call Center	1	Jobs and services	22-10-09
Dry foam	Lavado alfombras método dry foam	1	Jobs and services	22-10-09

Hardware	Computación hardware	1	Products	22-10-09
Internet	Música, cámara, internet	1	Products	22-10-09
Counter	Se Vende escritorio, counter	1	Products	22-10-09
Software	Informática, software y telecomunicaciones	1	Markets	23-10-99
Marketing	Domine el marketing para alcanzar el éxito	1	Markets	23-10-09
Stock	Hasta agotar stock	1	Markets	23-10-09
Flash memory	Impresoras desde \$20,00 flash memory	1	Markets	23-10-09
Mp3	Reproductores Mp3 , monitores	1	Markets	23-10-09
Scanner	Mp3, monitores scanners , scooters eléctricos	1	Markets	23-10-09
Scooter	Mp3, monitores scanners, scooters eléctricos	1	Markets	23-10-09
Full	SUITE full amoblada. Gaspar de Villarroel	2	Real State	23-10-09
Club	departamentos vista privilegiada, club privado	3	Real State	23-10-09
Master	baño privado, master con walking	1	Real State	23-10-09
Walking	baño privado, master con walking	1	Real State	23-10-09

Fútbol	Canchas de fútbol y voley	1	Real State	23-10-09
Internet	Vendo cybercafé, internet cafetería	2	Real State	23-10-09
Airbag	Airbags conductor y pasajero	2	Automobile	23-10-09
Full	CAMBIO furgonetas pasajeros full \$7500	40	Automobile	23-10-09
Bluethooth	RETROVISOR con bluethooth	1	Automobile	23-10-09
Semifull	Flamante Festiva plateado semifull	2	Automobile	23-10-09
Club	Frente club Fuerza Terrestre	1	Automobile	23-10-09
Laptop	Laptop Hacer 1 GB	1	Products	23-10-09
Catering	Empresa de catering solicita señoritas	1	Jobs and services	23-10-09
Dry foam	Lavado de alfombras método dry foam	1	Jobs and services	23-10-09
Full	MAZDA 2600 doble cabina full equipo	37	Automobile	24-10-09
Bluethooth	Retrovisor con bluethooth	1	Automobile	24-10-09
Semifull	CR-V 1998, semifull	1	Automobile	24-10-09
Hatchback	Corsa modelo 2004 5 puertas hatchback	2	Automobile	24-10-09
Sunroof	Color vino, sunroof	1	Automobile	24-10-09
Club	Amplia casa, cerca club	1	Real State	24-10-09

Fútbol	Canchas de fútbol y voley	2	Real State	24-10-09
Spa	Alta seguridad, feng shui, spa	1	Real State	24-10-09
Jacussi	2 dormitorios, 2 baños, jacussi	1	Real State	24-10-09
Dólar	Barreto y Coruña 68000 dólares	1	Real State	24-10-09
Master	baño privado, master con walking	2	Real State	24-10-09
Walking	baño privado, master con walking	1	Real State	24-10-09
Tenis	Bosque, cancha de tenis , árboles frutales	1	Real State	24-10-09
Internet	Vendo cybercafé, internet cafetería	2	Real State	24-10-09
Full	Canales internacionales full nitidez	2	Products	24-10-09
Stock	Hasta agotar stock	4	Markets	24-10-09
Set	Set de cevicheros	1	Markets	24-10-09
Jean	Por la compra de un jean	1	Markets	24-10-09
Bartender	Ayudante de cocina y bartender	1	Jobs and services	24-10-09
Campus	Mayor información: Campus Matriz Quito	3	Educational services	25-09-10
Spa	5 piscinas, spa center	2	Real State	25-10-09
Club	Transporte interno y acuático al club de playa	1	Real State	25-10-09

Show	Shows en vivo todas las noches	1	Real State	25-10-09
Snack	restaurantes especializados snacks , bar	1	Real State	25-10-09
Tennis	Cancha de tennis , fútbol playero	1	Real State	25-10-09
Internet	Pieza confortable amoblada garaje internet	7	Real State	25-10-09
Full	Edificio 300 m2 full comodidad	7	Real State	25-10-09
Confort	Habitaciones para estudiantes full confort	2	Real State	25-10-09
Jacussi	Departamento nuevo, 2 dormitorios 2 baños jacussi	4	Real State	25-10-09
Squash	Turco, cancha múltiple, squash	1	Real State	25-10-09
Basement	Construcción tres pisos, basement	1	Real State	25-10-09
Golf	304 mt2 construcción vista cancha golf	1	Real State	25-10-09
Fútbol	Conjunto cerrado cancha de fútbol , tenis	1	Real State	25-10-09
Tenis	Conjunto cerrado cancha de fútbol, tenis	2	Real State	25-10-09
Master	Con baño, dormitorio máster	3	Real State	25-10-09
Online	Modalidad on line	1	Educational services	25-10-09

Web	Para registrarte ingresa a nuestro sitio web	6	Educational services	25-10-09
Internet	30 horas en Office e Internet	1	Educational services	25-10-09
Marketing	Instituto Latino Sistemas Marketing diseño	4	Educational services	25-10-09
Jean	Aprenda patronaje pantalón jean	1	Educational services	25-10-09
Show	Compre hoy y anticipese al auto show	1	Automobile	25-10-09
Full	Aveo Emotion GT5 full extras	76	Automobile	25-10-09
Airbag	AVEO GTS5 2009, ABS, airbag	3	Automobile	25-10-09
Semifull	SORENTO 2006 semifull	3	Automobile	25-10-09
Bluetooth	Con bluetooth para conectar teléfono celular	1	Automobile	25-10-09
Trailer	Vendo, cambio trailer habilitado	1	Automobile	25-10-09
Hatchback	AVEO emotion GT5 1.6L hatchback	3	Automobile	25-10-09
Sunroof	CAMRI híbrido 0 km sunroof	3	Automobile	25-10-09
Halloween	Por halloween nuestros precios también se disfrazan	1	Markets	25-10-09
Stock	Hasta agotar stock	2	Markets	25-10-09

Laptop	Laptop Toshiba L500	3	Products	25-10-09
Internet	Decodificadores, internet , servicio técnico	1	Products	25-10-09
Web	Diseño páginas Web , software	2	Jobs and services	25-10-09
Software	Diseño páginas Web, software	6	Jobs and services	25-10-09
Hardware	Se necesitan Técnicos con experiencia en hardware y software	1	Jobs and services	25-10-09
Counter	Personal para counter	1	Jobs and services	25-10-09
Bartender	Discoteca necesita varios trabajadores bartender , guardia	2	Jobs and services	25-10-09
Clown	Empresa de eventos solicita clowns , magos	1	Jobs and services	25-10-09
Staff	Cajero con experiencia para integrar staff	1	Jobs and services	25-10-09
Aerobic	Urgente instructor aerobic gimnasio	1	Jobs and services	25-10-09
Mail	Enviar currículum o mail	2	Jobs and services	25-10-09
Internet	Asistente Administrativo, conocimientos internet	2	Jobs and services	25-10-09
Bartender	Ayudante de cocina y bartender	1	Jobs and services	25-10-09

Marketing	Empresa requiere asistente de Marketing	5	Jobs and services	25-10-09
Science	Para impartir la materia de science	1	Jobs and services	25-10-09

Author: Lina Y. Morales Rodas

Chart Three

Variable: National Newspaper "El Comercio"

Subvariable: **Social Pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Halloween	La fiesta de Halloween	1	Una cita a favor de niños que tienen cáncer	19-10-09
Punk	Yohei, una estrella de punk	1	14 películas japonesas en la Alfredo Pareja	19-10-09
Filme	Pese a que el filme le pareció bueno.	5	El cine argentino y el ecuatoriano estuvieron presentes en las salas	20-10-09
Festival	El festival de cine Argentino	2	El cine argentino y el ecuatoriano estuvieron presentes en las salas	20-10-09
Show	Show de Calle 13	1	Alcalde impedirá show de Calle 13	20-10-09
Thriller	Dirigir el thriller "The tourist".	1	¿Jolie junto a Henckel?	20-10-09
Filme	Participación en el filme	1	¿Jolie junto a Henckel?	20-10-09
Marketing	Reny Caisatoa y Emilia Villamarín coordinadora de Marketing Coca Cola	1	Reny Caisatoa amante ganador de un Nintendo gracias a Fanta	21-10-09
Loft	La torre cuenta con modernos lofts , dúplex y lujosos departamentos	1	Romero&Pazmiño presentó Aqua, proyecto 78 departamentos	21-10-09

Festival	La invitación a este festival	7	El festival que difunde música académica.	21-10-09
Club	laboran en el Club de Nutrición	3	El batido no sustituye a la comida	22-10-09
Ranking	Ocupa el puesto 12 en el ranking de las 71 universidades del país.	1	La U. Católica de Guayaquil redefine el currículo académico	22-10-10
Marketing	un profesional en marketing	2	La U. Católica de Guayaquil redefine el currículo académico	22-10-10
Rating	Gráficos de 'rating' de su programas	1	Un libro de Carlos Vera a cerca de Carlos Vera	22-10-09
manager	Nadie se dedica a ser mánager	1	En Galápagos está nuestra esencia	22-10-09
Póster	nos piden pósters de Arkabuz	1	En Galápagos está nuestra esencia	22-10-09
Rock	Ritmos entre esos el rock	2	En Galápagos está nuestra esencia	22-10-09
Pop	Fusiona el funk, el pop	2	En Galápagos está nuestra esencia	22-10-09
Festival	Festival de la sal y chispa quiteña	3	El programa de fiestas de Quito está listo	22-10-09
Filme	En el filme "Mi papá y nuestro mundo fantástico"	1	Murphy, en un mundo de hadas	23-10-09
Poster	Los pósters de los combos	1	Desayunos desde las 06:20 cerca de la U	23-10-09

Marketing	Con base en un plan de marketing	1	La atención al visistente depende de un ejército de proveedores	23-10-09
Filme	Se comprenderá al final del filme	1	Más retos macabros en el cine	23-10-09
CD	Margarita Lazo y su CD	1	Margarita Lazo y su CD	23-10-09
Rock	La banda de rock dio un concierto	1	Concierto de Sal y Mileto	23-10-09
Show	Los Recién Muertitos abrirán el show.	1	Concierto de Sal y Mileto	23-10-09
Filme	Realizar un filme de culto	5	Vampiros, mafia y humor en la Habana	23-10-09
Festival	Que incluye el festival Animec 2009	1	Vampiros, mafia y humor en la Habana	23-10-09
Relax	Un pequeño sector de relax	2	Las mujeres buscan facilidad y relax	24-10-09
Cowboy	Este 'cowboy' navideño	1	Diseño/decoración	24-10-09
LED (light emission diode)	Y los leds sobresalen en medio de ellas	3	Árboles que iluminan con luz led	24-10-09
Set	Un set de accesorios de cocina que luce	1	Diseño/decoración/iluminación	24-10-09
Internet	Una sala para internet y una cafetería	1	Lasso renovó la estación del tren	24-10-09
iPod	El iPod o el 'high tech'	1	Vuelve... todo vuelve	24-10-09
High tech	el iPod o el 'high tech'	2	Vuelve... todo vuelve	24-10-09

Internet	Lanzaron una propuesta en internet	1	Seguidores de "Jacko" desconfían de "This is it"	24-10-09
Filme	El filme esconde la verdad	1	Seguidores de "Jacko" desconfían de "This is it"	24-10-09
Fan	Los fans aseguran que	1	Seguidores de "Jacko" desconfían de "This is it"	24-10-09
Web	Permite subir fotos directamente de la Web	1	El Cyber-shot C510 permite subir fotos de la Web	25-10-09
Internet	Sin la necesidad de conectarse a internet	1	El Cyber-shot C510 permite subir fotos de la Web	25-10-09
Internet	Vió algunos videos en la internet	1	El tektonik libera las tensiones de estos panas	25-10-09
Fan	Los protege de las fans descontroladas	5	La promotora es el ángel tras el artista	25-10-09
Club	Con un club de fans que son parte de su equipo	3	La promotora es el ángel tras el artista	25-10-09
Backstage	Las chicas estaban nerviosas en el 'backstage'	1	Las 14 candidatas se presentaron en el Itchimbía	25-10-09
Reality	Ganador del 'reality' Pequeños Brillantes	1	Cuenca eligió a su soberana	25-10-09
Internet	Protesta en internet sobre el filme	1	La cinta "This is it" llega el martes al país	25-10-09

Filme	Protesta en Internet sobre el filme	1	La cinta "This is it" llega el martes al país	25-10-09
Festival	El festival de cine japonés	1	Filmes japoneses en la sala Alfredo Pareja de la CCE	25-10-09
Filme	Un filme de 1961	2	Filmes japoneses en la sala Alfredo Pareja de la CCE	25-10-09
Festival	La inauguración oficial del festival	4	El Animec 2009 muestra solo filmes en dos dimensiones	25-10-09
Filme	El filme significa un salto tecnológico	3	El Animec 2009 muestra solo filmes en dos dimensiones	25-10-09
Stop motion	Predomina el stop motion	1	El Animec 2009 muestra solo filmes en dos dimensiones	25-10-09
Story board	A la par un guión gráfico (story board)	1	Wacka Wacka Yo-Yo-Yo, es un teatro de títeres y de sombras	25-10-09

Author: Lina Y. Morales Rodas

Chart Four

Variable: National Newspaper "El Comercio"

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Blog	El blog , herramienta de generaciones nuevas	5	La osadía de una mujer	19-10-09
Internet	Armada de recursos como internet	2	La osadía de una mujer	19-10-09
Líder	Con personas como la líder cubana	1	La osadía de una mujer	19-10-09
Test	Llene el test	1	La menopausia no es sinónimo de achaques en la mujer adulta	19-10-09
Líder	Los líderes indígenas	1	El Mejía	19-10-09
Estrés	El estrés de la guerra	1	En Afganistán la guerra es más cobarde que en Iraq	19-10-09
Líder	Abu Musab al-Zarqawi, líder de Al Qaeda	1	En Afganistán la guerra es más cobarde que en Iraq	19-10-09
Chequear	En busca de chequeos médicos	1	En Afganistán la guerra es más cobarde que en Iraq	19-10-09
Chatear	La mantenía comunicada a través de chateos	1	En Afganistán la guerra es más cobarde que en Iraq	19-10-09

Internet	A través de chateos por internet	1	En Afganistán la guerra es más cobarde que en Iraq	19-10-09
Light	Luce bastante light.	2	Imperialismo "light"	20-10-09
Internet	Internet sería un buen lugar	5	Imperialismo "light"	20-10-09
Test	El test alcohólico	1	Un mal chiste	20-10-09
Stock	No esté en stock	1	"Mete uña"	21-10-09
Fútbol	descalabro en el fútbol	2	El enemigo	21-10-09
Líder	Rafael Correa es un gran líder	1	Cartas al director	21-10-09
Call center	No funcionará jamás el call center	1	Cartas al director	21-10-09
Fútbol	Un partido de fútbol	1	Por la educación	21-10-09
Flash	Fue a través de un " flash informativo"	1	"Durante la crisis, los medios nos abrieron los ojos"	22-10-09
Líder	Conocidos líderes de la Federación	1	Abrir el diálogo	22-10-09
Hippie	Apartamento de hippie publicista	1	Mis sitete mujeres	22-10-09
Robot	El rastreo se hizo en el 2006 y se utilizó un robot	1	No existe un sitio para exponer hallazgos de Yahuarcocha	23-10-09
Dólar	El dólar se ha debilitado	2	Inquietudes nacionales	24-10-09
Show	Sus distintas visiones nos hacen deducir que hay show para rato	1	No hay peor cuña que la del mismo palo	24-10-09

Trailer	Don Angel Vergara carga las cajas de plátano en un tráiler	7	El destino del producto define el transporte	24-10-09
Software	Se necesitan desarrolladores de 'software' y laboratoristas	1	Los profesionales técnicos con más oportunidades laborales	25-10-09
Hacker	Según Andrés Páez, el 'hacker' cambió el texto	2	Andrés Páez ubicó un 'hacker' de la Asamblea	25-09-10
Blog	Responsable del ataque que sufrió su blog	1	Andrés Páez ubicó un 'hacker' de la Asamblea	25-09-10
Internet	El uso de internet	6	La banca virtual, con más usuarios	25-09-10
Show	Considera "show o circo"	1	Correas y Vera	25-10-09
Light	En resumen el uno es pelucón light o un poquito curuchupa	1	Correas y Vera	25-10-09
Boom	nuevo 'boom' del consumo	1	¿Estímulo a qué?	25-10-09
World Wide Telescope	Hoy podemos ingresar al World Wide Telescope y 'viajar' por el espacio sideral	1	Cielo y tierra	25-10-09
Mail	Quienes envían mails ofensivos o realizan ataques	3	El cibercafé favorece el anonimato	25-10-09
Internet	Proveedores de acceso a internet	2	El cibercafé favorece el anonimato	25-10-09
Hardware	Configuración de hardware y software	1	El cibercafé favorece el anonimato	25-10-09

Software	hardware y software de las computadoras	1	El cibercafé favorece el anonimato	25-10-09
Hacker	Lamer (una persona que alardea de ser hacker)	1	El cibercafé favorece el anonimato	25-10-09
Spam	Envío indiscriminado de spam	1	El cibercafé favorece el anonimato	25-10-09
Laptop	Una línea de mochilas para laptops	1	Las mochilas incluyen paneles solares	25-10-09
Software	Las importaciones de software	1	Windows 7 incluye 6 versiones	25-10-09
Internet	Actualizaciones a través de Internet	1	Windows 7 incluye 6 versiones	25-10-09
Netbook	En las netbooks	1	Windows 7 incluye 6 versiones	25-10-09
Underground	En el texto están definidas por lo 'underground' aunque son muy visibles	1	'Ciudad Anónima' narra historias desde la otra cara de Guayaquil	25-10-09

Author: Lina Y. Morales Rodas

Chart Five

Variable: National Newspaper "El Comercio"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fútbol	Para armar el fútbol no hay edad	3	La fecha, los rostros y las cifras	19-10-09
Club	El club quiteño logró un triunfo	2	El D. Quito triunfó y busca cuidar su título	19-10-09
Gol	Ganó con el único gol anotado	5	El D. Quito triunfó y busca cuidar su título	19-10-09
Fútbol	Campeón en el fútbol ecuatoriano	1	El D. Quito triunfó y busca cuidar su título	19-10-09
Club	El club policial se defendió con orden	1	Olmedo y Espoli empataron en un partido flojo y con poco público	19-10-09
Gol	Convierten el gol de la victoria	1	Olmedo y Espoli empataron en un partido flojo y con poco público	19-10-09
Fútbol	El mejor dirigente del fútbol ecuatoriano	1	Olmedo y Espoli empataron en un partido flojo y con poco público	19-10-09
Gol	Anotó el gol que abrió la victoria	4	Liga trituró al Manta de la mano de Claudio Bieler	19-10-09

Club	Volvió a concretar para el club	1	Liga trituró al Manta de la mano de Claudio Bieler	19-10-09
Fútbol	Fue más ímpetu que buen fútbol	1	Aucas venció ayer, pero su categoría está en riesgo	19-10-09
Gol	Posee un mejor gol diferencia	4	Aucas venció ayer, pero su categoría está en riesgo	19-10-09
Club	El club gardenio es cuarto	2	Aucas venció ayer, pero su categoría está en riesgo	19-10-09
Gol	El gol para el equipo estudiantil	4	Palmeiras ganó a Peñarol en la Liga San Isidro	19-10-09
Fútbol	Los equipos exhibieron un buen fútbol	1	Palmeiras ganó a Peñarol en la Liga San Isidro	19-10-09
Play off	Los terceros encuentros de los play off	1	UTE y Marvot disputarán la final de la Liga	19-10-09
Club	Pidal superó 112 - 106 al club ambateño	2	UTE y Marvot disputarán la final de la Liga	19-10-09
Set	Con su victoria en dos sets 7 - 6 y 6 - 3	2	Nadal perdió en China y sigue en bajo nivel	19-10-09
Playboy	Por excesos y sus gustos de playboy	2	Un playboy es el campeón de la F1	19-10-09
Pole	Largando desde la pole el título	2	Un playboy es el campeón de la F1	19-10-09
paddock	Asiste a todas sus carreras desde el paddock	1	Un playboy es el campeón de la F1	19-10-09

motorhome	se deja ver en el motorhome	1	Un playboy es el campeón de la F1	19-10-09
Boxes	Sufrió un pinchazo que le obligó a volver a los "boxes" y a terminar octavo	1	Un playboy es el campeón de la F1	19-10-09
Club	Espero encontrarlos en algún club o en la Selección	1	A Sixto Vizuete le faltó "Camerino"	19-10-09
Gol	La falta de gol no es un problema	5	La designación de Vizuete fue apresurada	19-10-09
Estrés	Una pelota pequeña para aliviar el estrés	2	Pelota para el estrés	19-10-09
Staff	Un staff de periodistas analizan los problemas	1	En la ruta de los medios	19-10-09
Fútbol	Las novedades del fútbol ecuatoriano	5	En la ruta de los medios	19-10-09
Ranking	La australiana es decimoquinta del "ranking" mundial	1	Stosur ganó el primer título de su carrera	19-10-09
Club	Las elecciones en el club	3	Los socios toreros realizan marcha	20-10-09
WEB	Ayer la página web del club	1	Los socios toreros realizan marcha	20-10-09
Fútbol	Presidente de la comisión de fútbol	2	Los socios toreros realizan marcha	20-10-09
Club	Las series con los clubes argentinos	1	Liga es el "cuco" de los argentinos	20-10-09

Gol	Clasificaron por el gol de visitante	1	Liga es el "cuco" de los argentinos	20-10-09
Club	Suspendido por su propio club por un mes	1	Los perdedores	20-10-09
Fútbol	Liga como representante del fútbol ecuatoriano	2	Liga visita hoy a Vélez desde las 19:30	20-10-09
Líder	A cuatro puntos del líder nacional	5	Fútbol de América	20-10-09
Fútbol	Apertura del fútbol argentino	3	Fútbol de América	20-10-09
Gol	Tras empatar de local sin goles	3	Fútbol de América	20-10-09
Internet	Y los portales de internet	1	José Román lidiará en la Feria Jesús del Gran Poder	20-10-09
Club	El club más regular del certamen	1	Ecuador deportivo	20-10-09
Básquet	El equipo femenino de básquet	1	Ecuador deportivo	20-10-09
Tenis	También incluye una clínica de tenis	3	Mancini, Clerc, Gómez y Arraya jugarán en el Master Quito de Tenis	20-10-09
Ranking	Cuarto en el ranking de la ATP	1	Mancini, Clerc, Gómez y Arraya jugarán en el Master Quito de Tenis	20-10-09
Rally	Este año el azuayo obtuvo el segundo lugar en el Rally Nacam.	3	Juan Pablo Vintimilla es el campeón de rally	20-10-09
Líder	Es un líder perfecto	1	Button, Brawn saborean el éxito en la F1	20-10-09

Ranking	Detrás de Villacis en el ranking nacional	1	Azuay ganó Nacional de Tiro con Arco	20-10-09
Gol	Un rápido gol del delantero sueco	3	R. Kazán sorprendió al Barcelona	21-10-09
Club	ESPE, club que quedó eliminado en semifinales	1	UTE y Mavort juegan hoy la primera final	21-10-09
Play off	En estos juegos de play off	1	UTE y Mavort juegan hoy la primera final	21-10-09
Líder	Definirán al líder del grupo	1	Chullas y azucenas definirán al líder del grupo 1	21-10-09
Gol	Un gol diferencia de -1	2	Chullas y azucenas definirán al líder del grupo 1	21-10-09
Fútbol	Los equipos de fútbol ecuatoriano	3	La FEF optará por un técnico extranjero para dirigir la Tri	21-10-09
Club	El club tecnológico lidera la tabla de posiciones	2	Solo fútbol	21-10-09
Fútbol	La selección paraguaya de fút-bol	3	Solo fútbol	21-10-09
Gol	Pero menor gol diferencia	1	Solo fútbol	21-10-09
Club	Otros clubes que tienen en peligro	1	Aucas definirá su futuro en dos semanas	21-10-09
Gol	Con -15 de gol diferencia	1	Aucas definirá su futuro en dos semanas	21-10-09
Chat	Hin – chat	1	Hin – chat	21-10-09

Fútbol	Posiciones significativas en el fútbol	3	Hin – chat	21-10-09
Fútbol	Ventas de jugadores de fútbol	1	Bielsa acusó al “Pelusa” y a la prensa	21-10-09
Club	Entrenador del club rosarino	1	Bielsa acusó al “Pelusa” y a la prensa	21-10-09
Tenis	Tenis	1	En breve	21-10-09
WEB	En su página web	1	En breve	21-10-09
Fútbol	La Liga de Campeones de fútbol	2	“Toño” Valencia anotó en la Champions	22-10-09
Gol	Crear ocasiones claras de gol	7	“Toño” Valencia anotó en la Champions	22-10-09
Club	Ha logrado el club en calidad de visitante	1	“Toño” Valencia anotó en la Champions	22-10-09
Internet	En varios portales de la Internet	1	“Toño” Valencia anotó en la Champions	22-10-09
Córner	Igor Akingeyev despejó al córner	1	“Toño” Valencia anotó en la Champions	22-10-09
Gol	Anotó el gol del empate	2	El nivel de Bieler fue alabado en Argentina	22-10-09
Club	Del club Café Quetzal	1	Velásquez ganó etapa en Guatemala	22-10-09
Esprint	dramático esprint por el local Nery Velásquez	1	N. Velásquez ganó etapa en Guatemala	22-10-09

Fútbol	Descenso en el fútbol brasileño	3	En breve	22-10-09
Tenis	Tenis Soderling venció a Geovanni Lapentti	1	En breve	22-10-09
Club	En la piscina del club Diana Quintana	1	Los nadadores se van a Chongón	22-10-09
Club	Velásquez del club café Quetzal es el líder de la clasificación	1	N. Velásquez ganó etapa en Guatemala	22-10-09
Background	El "background" de un técnico moderno es amplio	1	El conocimiento del medio local, clave para escoger al nuevo DT	22-10-09
Fútbol	Conocimiento científico del fútbol	6	El conocimiento del medio local, clave para escoger al nuevo DT	22-10-09
Rock	Como si los futbolistas albos fueran estrellas de rock	1	El plantel albo fue ovacionado por familiares y aficionados	22-10-09
Gol	Nos hicieron el gol temprano	1	El plantel albo fue ovacionado por familiares y aficionados	22-10-09
Fútbol	Cree que el fútbol del país mejoró	2	Solo fútbol	22-10-09
Club	Ese día se realizarán las elecciones de la nueva directiva del club .	6	La nueva directiva de El Nacional decidirá la continuidad del DT Asad	22-10-09
Chat	Hin - chat	1	Hin - Chat	22-10-09
Fútbol	Pesas, boxeo y fútbol	1	Hin - Chat	22-10-09

Gol	Aprovechar las oportunidades de gol	1	Hin – Chat	22-10-09
Rock	Como si los futbolistas albos fueran estrellas de rock	1	El plantel albo fue ovacionado por familiares y aficionados	22-10-09
Gol	Nos hicieron el gol temprano	1	El plantel albo fue ovacionado por familiares y aficionados	22-10-09
Líder	Los albos son líderes de la llave	1	Deportivo Quito sí contrará con Michael Arroyo ante los albos	22-10-09
Singles	En las modalidades singles y por equipos	1	El racquetbol se foguea en EE.UU para ir a Bolivia	22-10-09
Racquetbol	El nivel del racquetbol ecuatoriano	7	El racquetbol se foguea en EE.UU para ir a Bolivia	22-10-09
Ranking	De acuerdo al ranking mundial	1	El racquetbol se foguea en EE.UU para ir a Bolivia	22-10-09
Singles	Massú ganó dos medallas de oro en singles y en dobles	1	Gaudio y Massú llegarán a Guayaquil	22-10-09
Ranking	Mejores jugadores del 'ranking' mundial de la ATP	1	Gaudio y Massú llegarán a Guayaquil	22-10-09
Challenger	Otra de las atracciones del Challenger	3	Gaudio y Massú llegarán a Guayaquil	22-10-09
Tenis	El torneo de tenis	2	En breve	22-10-09
Master	Para cerrar el IV Master de tenis	3	El IV Master de tenis se inicia hoy en Cumbayá	22-10-09

Tenis	Para cerrar el IV Master de tenis	3	El IV Master de tenis se inicia hoy en Cumbayá	22-10-09
Gran slam	Campeón de un Gran Slam	1	El IV Master de tenis se inicia hoy en Cumbayá	22-10-09
Club	El Club está en el kilómetro 21	2	En breve	23-10-09
Club	A un club de Argentina	3	Dos caribeños animan la Liga	23-10-09
Cheque	Se hizo efectivo un cheque	1	Dep. Cuenca y Olmedo abren la segunda fecha	23-10-09
Fútbol	Lo hizo como el campeón del fútbol ecuatoriano	2	Dep. Cuenca y Olmedo abren la segunda fecha	23-10-09
Club	El club riobambeno pudiera alinear con Robinson Sánchez	1	Dep. Cuenca y Olmedo abren la segunda fecha	23-10-09
Fútbol	Solo fútbol	1	Solo fútbol	23-10-09
Estrés	Tras una fractura por estrés	1	Solo fútbol	23-10-09
Gol	La gestión del gol del equipo	1	Solo fútbol	23-10-09
Fútbol	Primeros cotejos de fútbol	4	Los Nacionales arrancan en Cuenca	23-10-09
Club	Anunció el club de fútbol español	2	En breve	23-10-09
Fútbol	Jugadores de fútbol	2	En breve	23-10-09
Club	En las canchad del Club Rancho San Francisco	1	Tenis, el torneo por edades será en Pichincha	23-10-09

Estrés	Tras una fractura por estrés	1	Robinho descartado dos semanas más	23-10-09
Club	Ese club tiene auspicios directos del Municipio	6	6 equipos pelean por 3 en al B	24-10-09
Fútbol	Allí potencian su técnica jugando fútbol	3	6 equipos pelean por 3 en al B	24-10-09
Líder	Definirá al líder del cuadrangular	1	37000 entradas disponibles para el clásico	24-10-09
Club	El club aumentó el precio de las entradas	2	37000 entradas disponibles para el clásico	24-10-09
Fútbol	La Asociación de Fútbol Amateur no	3	37000 entradas disponibles para el clásico	24-10-09
Rally	Lideraba ayer el rally de Gran Bretaña	3	Sébastien Loeb está al frente en Gran Bretaña	24-09-10
Fútbol	Límite de edad a la hora de jugar fútbol	6	El arco y la defensa de la Tricolor se renovan	24-10-09
Fútbol	El fútbol argentino es fuerte	3	Solo fútbol	24-10-09
Gol	Los equipos pugnaron por el gol	1	Juegos de los estudiantes se abrieron con una golea-da	24-10-09
Fútbol	Encuentros del torneo provincial de fútbol	4	Juegos de los estudiantes se abrieron con una golea-da	24-10-09
Club	Aún no firmaba el contrato con el club	5	Quito les transformó la vida	25-10-09

Fútbol	Miembros de la Comisión de Fútbol de la "U"	2	Quito les transformó la vida	25-10-09
Blue	Gael Givet dieron a los blues el triunfo	1	Chelsea golea y acecha a Manchester	25-10-09
Club	Llegar a la presidencia del club	8	Socios civiles y militares en disputa por El Nacional	25-10-09
Pole	Es formidable poder empezar en la 'pole' de hoy	5	Valentino Rossi ganó la 'pole'	25-10-09
Fútbol	Torneos de fútbol	2	Solo fútbol	25-10-09
Master	Andrés Gómez se llevó el Master de Tenis de Quito	2	Andrés Gómez derrotó a José Clerc en Máster de Quito	25-10-09
Set	Gómez ganó el primer set	1	Andrés Gómez derrotó a José Clerc en Máster de Qui-to	25-10-09
Rally	En un rally siempre puede pasar de todo	3	Loeb sacó ventaja a Hirvonen, en rally	25-10-09
Internet	En el sitio en internet del campeonato	1	Loeb sacó ventaja a Hirvonen, en rally	25-10-09
Scratch	Hizo el primer tiempo scratch del día	1	Loeb sacó ventaja a Hirvonen, en rally	25-10-09
Sprint	Velásquez se impuso al sprint a un pelotón	1	Velásquez es líder de Vuelta a Guatemala	25-10-09
Basquetbol	Basquetbol el equipo dirigido por Juan Pidal logró el título	1	Marvot tuvo una noche perfecta	25-10-09

Author: Lina Y. Morales Rodas

Chart Six

Variable: Local Newspaper "La Randimpa"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Web	SENPLADES publicará permanentemente en su página WEB	1	Reformas a la normativa tributaria	31/10 al 6/11-09
Web	El portal web el ciudadano	1	Cuba dotará al país de unidades termoeléctricas	07/11 al 13/11-09
stock	No hubo en stock	1	Cuba dotará al país de unidades termoeléctricas	07/11 al 13/11-09
Contact Center	Interesados pueden llamar al Contact Center 186 opción 4	1	Nuevo Plan "Fono Control" para clientes de la CNT	14/11 al 20/11-09
Chequear	45 personas se realizaron los chequeos médicos	2	Personas con discapacidad recibieron carnet	14/11 al 20/11-09
Stock	Un suficiente stock de combustible	1	El Ecuador cuenta con combustibles extranjeros	14/11 al 20/11-09
Festival	Se realizará el festival de villancicos	1	Municipio hace preparativos para eventos navideños	28/11 al 04/12-09
Internet	La telefonía inalámbrica e internet	1	Gabinete provincial en Tiwintza	05/12 al 11/12-09

Author: Lina Y. Morales Rodas

Chart Seven

Variable: Local Newspaper "La Randimpa"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	31/10 al 6/11 - 09
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	07/11 al 13/11-09
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	14/11 al 20/11-09
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	21/11 al 27/11-09
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	28/11 al 04/12-09
Internet	Teléfono, ascensor, internet , seguridad	1	Propaganda del hotel Heliconia	05/12 al 11/12-09
Web	Mayor información en la página web	1	Jobs and services	05/12 al 11/12-09
Estrés	Estrés , cansancio, dolores de cabeza	1	Products	05/12 al 11/12-09

Author: Lina Y. Morales Rodas

Chart Eight

Variable: Local Newspaper "La Randimpa"

Subvariable: **Social pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Tip	Tips terapéuticos	1	Tips Terapéuticos	31/10 al 6/11- 09
Estrés	Bajan la tensión y el nivel de estrés	2	Tips Terapéuticos	31/10 al 6/11- 09
Show	Gran show de feria	1	Programa de fiestas de Chiviaza	31/10 al 6/11- 09
Folklore	Mosaicos de boleros y folklore	1	Guayusamiel prepara segundo disco	31/10 al 6/11- 09
Festival	Delegada en el festival	4	Festival de canto con los adultos	07/11 al 13/11-09
Sexy	Aún se la ve muy sexy	1	Marián Sabaté y Esto no tiene nombre	07/11 al 13/11-09
Web	Diva muy solicitada en la web	1	Marián Sabaté y Esto no tiene nombre	07/11 al 13/11-09
Rating	Se manejaba la posibilidad de poco rating	1	Marián Sabaté y Esto no tiene nombre	07/11 al 13/11-09
Show	Me iba al show con el Ciro	1	A olvidarse de las siestas pues continúan las fiestas	07/11 al 13/11-09
Tip	Sentirse relajado luego de este Tip	2	Salud al día	14/11 al 20/11-09
Run	El run, run de los famosos	2	Farandulandia	14/11 al 20/11-09

Estrés	Tanta tensión por el estrés	1	Salud al día	14/11 al 20/11-09
Show	El show de Au-D	1	Galería Randimpera	14/11 al 20/11-09
Show	Su show tuvo una gran acogida	2	El show de feria fue con Guaraca	14/11 al 20/11-09
Internet	A vender en su coche y al internet	1	Te cuento mi ñaño La Randimpa cumplió un año	14/11 al 20/11-09
Show	Un show muy singular	2	Au-D se robó el espectáculo	14/11 al 20/11-09
Baby shower	Disfrutando del baby shower de Daniel y Diana	2	Galería Randimpera	21/11 al 27/11-09
Récord	La primera vez que batió un récord Guinness	3	Retrato de Michael Jackson bate récord Guinness	21/11 al 27/11-09
Reallity	Su fama se extendió en el reallity	1	Graciana desmiente rumores	28/11 al 04/12-09
Fan	Muchos fans de esta pareja lamentan lo ocurrido	1	Sofía Caiche se separó de "El Travieso" Paredes	28/11 al 04/12-09
Fútbol	Fútbol masculino e indor femenino	5	Programa de Fiestas Limón Indanza 2009	05/12 al 11/12-09
Festival	Festival intercultural por el agua y la vida	2	Programa de Fiestas Limón Indanza 2009	05/12 al 11/12-09
Show	Show artístico y bailable	1	Programa de Fiestas Limón Indanza 2009	05/12 al 11/12-09
Festival	Sistema Nacional de festivales	1	Los 4 del altiplano en el XII concierto de música latinoamericana	12/12 al 18/12-09

Filme	El filme boliviano "Zona sur"	3	Siete películas latinoamericanas entre las finalistas a los Globos de Oro	12/12 al 18/12-09
Festival	En el último festival de Sundance	2	Siete películas latinoamericanas entre las finalistas a los Globos de Oro	12/12 al 18/12-09

Author: Lina Y. Morales Rodas

Chart Nine

Variable: Local Newspaper "La Randimpa"

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Tip	Los tips terapéuticos entregaron semana a semana los consejos	1	Un sueño que se hizo realidad	14/11 al 20/11-09
Test	Se unirá un test de adn	1	Una prueba de adn para descubrir a los auténticos venecianos	14/11 al 20/11-09

Author: Lina Y. Morales Rodas

Chart Ten

Variable: Local Newspaper "La Randimpa"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Club	La participación del club Morona	2	Preparan el Inter-jorgas de baloncesto	31/10 al 6/11 - 09
Fútbol	Un cuadrangular de fútbol	1	Se realizaron fiestas de cantonización de Tiwinza	31/10 al 6/11 - 09
Fútbol	Campeonato interno de fútbol	1	Se cumplió IV fecha del torneo "Mis Primeros Goles"	31/10 al 6/11 - 09
Club	Atlético Rafaela era el club de Claudio	1	Bieller cuesta 8 millones	31/10 al 6/11 - 09
Gol	Se jugará el gol de oro	1	Resultados de la IX fecha del torneo I	31/10 al 6/11 - 09
Club	Entre los clubes y comunidades aledañas	4	Inició torneo de fútbol copa Don Bosco	31/10 al 6/11 - 09
Fútbol	Inició el campeonato de fútbol	3	Inició torneo de fútbol copa Don Bosco	31/10 al 6/11 - 09
Club	El club "Aventura Extrema Macas"	1	Las fiestas con deportes extremos	07/11 al 13/11-09
Fútbol	Mantenerse en el fútbol	3	Hinchas despidieron al "papá"	07/11 al 13/11-09
Club	El club Sociedad Deportiva	1	Hinchas despidieron al "papá"	07/11 al 13/11-09

Rafting	Kayap, Rafting , descenso del puente y otros	2	Las fiestas con deportes extremos	07/11 al 13/11-09
Reallity	Quienes retaron en este reallity	2	Los retadores perdieron en ecuavoley	07/11 al 13/11-09
Club	Presidente de moto club	2	Las motos saltaron de alegría	07/11 al 13/11-09
Fútbol	Luego de aproximadamente 2 meses de fútbol	4	Terminó campeonato inter parroquial de fútbol	14/11 al 20/11-09
Gol	El único gol del partido	1	Terminó campeonato inter parroquial de fútbol	14/11 al 20/11-09
Fútbol	Por el fútbol profesional	2	Nuestro primer año también ha sido deportivo	14/11 al 20/11-09
Tenis	Medalla de Samanta Revelo en tenis	2	Nuestro primer año también ha sido deportivo	14/11 al 20/11-09
Internet	Nicole Mármol foto internet	1	Samanta en los Bolivarianos	21/11 al 27/11-09
Internet	No puede tener acceso a internet	1	Los apagones y el deporte	21/11 al 27/11-09
Fútbol	Técnico de fútbol en la provincia	3	Futbolistas jugaron en Esmeraldas	28/11 al 04/12-09
Fútbol	La final del torneo de fútbol	1	"La Cuadra" ganó la copa Proaño 2009	28/11 al 04/12-09
Fútbol	Bien por el fútbol nacional	1	Liga campeón de la copa Nissan	05/12 al 11/12-09

Fútbol	En la disciplina de fútbol	2	Deportistas de fútbol recibieron reconocimiento	12/12 al 18/12-09
Fútbol	Campeonas de fútbol sala	3	Se festeja con deporte el primer aniversario de "La Merced"	12/12 al 18/12-09
Fútbol	Midieron fuerzas en fútbol masculino	1	Fiestas de Limón se viven con jornadas deportivas	12/12 al 18/12-09
Internet	Fotos de internet	1	Honroso vice campeonato	12/12 al 18/12-09
Fútbol	Vice Campeón del fútbol ecuatoriano	2	Honroso vice campeonato	12/12 al 18/12-09
Tenis	Halterofilia, judo, tenis de mesa	1	IX juegos regionales amazónicos se desarrollan en Sucumbíos	12/12 al 18/12-09

Author: Lina Y. Morales Rodas

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Shock	Resultó con heridas leves y shock psicológico	1	Oficial de la Armada murió estampado contra un poste	26-10-09
cheque	Entre dinero en efectivo, joyas y cheques	1	Seis tipos armados escaparon hacia Perú, robaron 100 mil dólares a cambistas	26-10-09
Líder	Contacto directo entre líderes barriales	1	Municipio y barrios de Quito buscan salidas al abandono	27-10-09
Jean	Vestido con un jean negro	1	Degollado y abandonado en una quebrada	28-10-09
Suéter	Y un suéter de color celeste	1	Degollado y abandonado en una quebrada	28-10-09
Trailer	Por esquivar un tráiler se estrelló contra una camioneta	2	La muerte le impidió gozar de una fiesta	28-10-09
Trailer	Chofer del tráiler identificado como John Roger	3	Habitantes del cantón Palestina cierran vía por muerte de niña	29-10-09

Cheque	Por medio de un cheque	3	Cayó "Pepito" el rey de la estafa	29-10-09
Stock	Determinar la procedencia del stock de zapatos	1	En capital Azuaya policía recupera mercadería robada	30-10-09
Estándar	Conforme a los estándares	1	Comandante de la FAE dice que los helicópteros hindúes eran los mejores	30-10-09
Test	simple test de conducción terminó en un robo	2	Un test que terminó en terror	30-10-09
Trailer	Un tráiler que transportaba madera se volcó	3	Dos muertos en vía a Papallacta	31-10-09

Author: Lina Y. Morales Rodas

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Shopping	Villa esquinera cerca shopping	1	Real state	26-10-09
ABS (Antiblock Breaking System)	Sistema ABS en las cuatro ruedas, airbags	1	Automobile	26-10-09
Airbag	Sistema ABS en las cuatro ruedas, airbags	1	Automobile	26-10-09
Full	MAZDA Allegro 2007 full equipo	4	Automobile	26-10-09
Disc-jockey	LOCUCIÓN disc-jockey , bailes	1	Jobs and services	26-10-09
Disc-jockey	DISC-JOCKEY Locución cursos	1	Educational services	26-10-09
Call center	Call center de servicio	1	Products	26-10-09
Webcam	PORTATIL HP \$336 WebCam	1	Products	26-10-09
Mp3	REMIXES para mp3 efectos	1	Products	26-10-09
Internet	PROVALSA.COM Películas, Internet	1	Products	26-10-09
Laptop	Compro laptops , computadoras	1	Products	26-10-09
Chip	Celular con TV y doble chip	1	Products	26-10-09

Confort	Hotel con confort sensacional	1	Lodgings	26-10-09
Disc-jockey	Animación hora loca disc-jockey	1	Food services and social events	26-10-09
Sex shop	Tiendas Sex Shop	1	Sexual services	26-10-09
Show	Kat Show 15 hermosas chicas	1	Sexual services	26-10-09
Chat	Chat caliente en vivo	3	Sexual services	26-10-09
Chatear	Quieres chatear	1	Sexual services	26-10-09
Sexy	Rubia sexy	2	Sexual services	26-10-09
Spray	Crema aumentadora, sprays prolongadores	3	Sexual services	26-10-09
Hot	Ornella hot 1	4	Sexual services	26-10-09
Shopping	Villa esquinera cerca shopping	1	Real state	27-10-09
Full	GRAND Vitara 4x4 full equipo	6	Automobile	27-10-09
Internet	Vehículos por internet gratis	1	Automobile	27-10-09
Líder	Integrado en formar líderes	2	Educational services	27-10-09
Disc-jockey	Disc-jockey , locución y seminarios	1	Educational services	27-10-09
Líder	Líderes exitosas y emprendedoras	2	Jobs and services	27-10-09
Internet	Eventos sociales, culturales, películas, internet	1	Jobs and services	27-10-09
Chip	Celular con tv doble chip	1	Products	27-10-09

Full	Asesoría, paquetes, servicios full	1	Lodgings	27-10-09
Sex shop	Tiendas Sex Shop	1	Sexual services	27-10-09
Show	Kat Show 15 hermosas chicas	1	Sexual services	27-10-09
Spray	Brocha china spray cremas	2	Sexual services	27-10-09
Hot	Hot envía imagen	2	Sexual services	27-10-09
Sexy	Envía sexy al 1214	1	Sexual services	27-10-09
Blister	Tableta contra-marcada en su respectivo blister	1	Sexual services	27-10-09
Web	Visitando nuestra página web	1	Markets	28-10-09
Full	TOYOTA Stout 2200 full equipo	10	Automobile	28-10-09
Web	SISTEMAS informáticos, Páginas Web	1	Jobs and services	28-10-09
Software	Dominios problemas software	1	Jobs and services	28-10-09
Stock	Hasta agotar stock	1	Products	28-10-09
Full	Cabinas telefónicas full equipadas	1	Real state	28-10-09
Internet	Películas, internet , especiales	1	Real state	28-10-09
Sex shop	Tiendas Sex Shop	1	Sexual services	28-10-09
Show	Kat Show 15 hermosas chicas	1	Sexual services	28-10-09
Spray	Tableta, crema, spray	2	Sexual services	28-10-09

Hot	Hot envía imagen	4	Sexual services	28-10-09
Chat	Chat caliente en vivo	2	Sexual services	28-10-09
Full	Sexta etapa, habitaciones full amobladas	1	Lodgings	29-10-09
Halloween	Circuito de halloween	3	Markets	29-10-09
Full	"88" full aros \$1950	1	Markets	29-10-09
Shopping	Villa esquinera cerca shopping	1	Real state	29-10-09
Full	HYUNDAI Getz 2006 full equipo	7	Automobile	29-10-09
Lunch	Sueldo, lunch , transporte	1	Jobs and services	29-10-09
Disc-jockey	Disc-jockey , locución	1	Educational services	29-10-09
Chip	Celular con tv doble chip	2	Products	29-10-09
Webcam	PORTATIL HP \$336 WebCam	1	Products	29-10-09
Sex shop	Tiendas Sex Shop	1	Sexual services	29-10-09
Show	Kat Show 15 hermosas chicas	1	Sexual services	29-10-09
Spray	Tableta, crema, spray	2	Sexual services	29-10-09
Hot	Hot envía imagen	2	Sexual services	29-10-09
Chat	Chat caliente en vivo	2	Sexual services	29-10-09
Sexy	Mara chilena rubia sexy	3	Sexual services	29-10-09
Club	Abanhy club invita a celebrar	1	Sexual services	29-10-09

Halloween	Invita celebrar fiesta de Halloween	1	Sexual services	29-10-09
Swinger	Individual, parejas, swinger	1	Sexual services	29-10-09
CD	Gana cd's de última producción	1	Markets	30-10-09
Dial	El punto más caliente de tu dial	1	Markets	30-10-09
WEB	Podrás participar visitando nuestra página web	1	Markets	30-10-09
A great experience	GT-MAX a great experience	1	Markets	30-10-09
High Tech	Cuatriamplificado high Tech	1	Markets	30-10-09
Coctel	Deliciosos bocaditos y cocteles	1	Markets	30-10-09
Full	Tres dormitorios, full acabado en vila España	2	Real State	30-10-09
Club	La Joya: 2 dormitorios, 2 baños, club.	1	Real State	30-10-09
Internet	Películas, internet , especiales	1	Real state	30-10-09
Full	Gran Vitara 2006 full equipo	4	Automobile	30-10-09
Call center	Personal call center egresados universitarios	1	Jobs and services	30-10-09
Marketing	Universitarios de administración, contabilidad, marketing	1	Jobs and services	30-10-09
Webcam	PORTATIL HP \$336 WebCam	1	Products	30-10-09

Sex shop	Tiendas Sex Shop	1	Sexual services	30-10-09
Show	Kat Show 15 hermosas chicas	1	Sexual services	30-10-09
Spray	spray prolongador contra eyaculación precós	4	Sexual services	30-10-09
Hot	Hot envía imagen	3	Sexual services	30-10-09
Chatear	Quieres chatear	1	Sexual services	30-10-09
Sexy	Rebeca linda latina sexy	1	Sexual services	30-10-09
Night club	Señoritas para night club excelentes ingresos	1	Sexual services	30-10-09
Full	Tres dormitorios, full acabado en vila España	1	Real State	31-10-09
Jacuzzi	3,4,5 dormitorios, jacuzzi , piscina	1	Real State	31-10-09
Full	VENDO skoda octavia turbo diesel full	10	Automobile	31-10-09
CD	Radio, cd , alarma, airbag	1	Automobile	31-10-09
Airbag	Radio, cd, alarma, airbag	1	Automobile	31-10-09
Laptop	Computadoras, laptops , impresoras	1	Products	31-10-09
Club	Especial club para solteros	1	Products	31-10-09
Webcam	PORTATIL HP \$336 WebCam	1	Products	31-10-09
Laptop	Computadoras, laptops , impresoras	1	Products	31-10-09

Stock	Stock de re- puestos servicio técnico	2	Products	31-10-09
Stock	Hasta el 30 de noviembre o agotar stock	1	Markets	31-10-09
Chequear	Que te hará un chequeo com- pleto	1	Markets	31-10-09
Sexy	Incluye sexy póster	2	Markets	31-10-09
Póster	Incluye sexy póster	1	Markets	31-10-09
Shopping	Villa esquinera cerca shopping	1	Real state	31-10-09
Disc-jockey	Disc-jockey , hora loca, animación	3	Jobs and services	31-10-09
Sex shop	Tiendas Sex Shop	1	Sexual services	31-10-09
Show	Kat Show 15 her- mosas chicas	1	Sexual services	31-10-09
Spray	spray prolon- gador contra eya- culación precós	1	Sexual services	31-10-09
Hot	Hot envía imagen	3	Sexual services	31-10-09
Chat	Rafaella desenfre- nada chat en vivo	1	Sexual services	31-10-09
Estrés	Katryne servi- cios anti estrés	1	Sexual services	31-10-09
Shopping	Villa esquinera cerca shopping	1	Real state	01-11-09
Clóset	Villa renovada 3 dormitorios con clóset	1	Real state	01-11-09
Full	Chevrolet Optra full equipo	5	Automobile	01-11-09

WEB	Sistemas informáticos, páginas web	1	Jobs and services	01-11-09
Software	Páginas web, dominios, problemas, software	1	Jobs and services	01-11-09
Disc-jockey	Disc-jockey , hora loca, animación	2	Jobs and services	01-10-09
Relax	Tratamientos de la India artitis, relax	1	Jobs and services	01-11-09
Webcam	PORTATIL HP \$336 WebCam	1	Products	01-11-09
Chip	Celular con tv doble chip	2	Products	01-11-09
Night club	Señoritas para night club excelentes ingresos	1	Sexual services	01-11-09
Sexy	Sexy chat contacto de chicos y chicas	1	Sexual services	01-11-09
Chat	Sexy chat contacto de chicos y chicas	1	Sexual services	01-11-09
Hot	Ornella hot 100% real	2	Sexual services	01-11-09

Author: Lina Y. Morales Rodas

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: **Social pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date
CD	El cuarto sencillo de su segundo cd	1	Mirella Cesa cantará en certamen Reina de mi Tierra	26-10-09
Link	Entra a este link	1	Mirella Cesa cantará en certamen Reina de mi Tierra	26-10-09
Sexy	Lunes sexy	2	Las modelos más bellas	26-10-09
Ranking	Sus canciones encabezan los rankings	1	Los protagonistas de la telenovela Casi Ángeles vienen a Ecuador	26-10-09
Show	Ofrecerán por primera vez su show	1	Los protagonistas de la telenovela Casi Ángeles vienen a Ecuador	26-10-09
Manager	Loly Ochoa, la exigente manager del grupo	1	Empezó la búsqueda de la nueva Kandela	26-10-09
Reality	Y el reality empezó la noche de ayer	1	Empezó la búsqueda de la nueva Kandela	26-10-09
Show	En el marco de un show artístico	2	24 beldades derrocharán belleza y sensualidad	27-10-09

Opening	Serán los encargados del opening	1	24 beldades derrocharán belleza y sensualidad	27-10-09
DVD	En este DVD el público encontrará coreografías	3	Wilson Dance y su cuarto DVD	27-10-09
Show	Miles de personas participaron de este show	1	Llegamos al punto G de Guayaquil	27-10-09
Miss	Las misses se destacaron	8	Miss Ecuador en Reina Hispanoamericana	27-10-09
Hit	Algunos de los hits del rey	1	"This is it" en álbum doble	27-10-09
Sexy	Sencilla, sin poses y sexy como siempre	1	Flor María: "Quiero ser mamá de nuevo"	27-10-09
Sexy	Estas sexys chicas	1	Fresh, a ritmo de "La Abeja"	27-10-09
Manager	Comentó el mánager Julio Luna	1	Fresh, a ritmo de "La Abeja"	27-10-09
Show	Gran show de belleza	1	Las lindas reinas arribaron al puerto principal	28-10-09
Eslogan	Bajo el eslogan "Míngate por la educación"	1	Las lindas chiquillas quiteñas desfilan hacia la corona	28-10-09
Show	Podrá disfrutar de un show artístico	2	Hoy, gala final de Reina de mi tierra	29-10-09
Opening	Derrocharán su belleza en traje opening , de baño	2	Hoy, gala final de Reina de mi tierra	29-10-09
CD	Marcia Cavero con su Cd que tiene 10 temas	3	Marcia Cavero y su Cd "Estoy aquí"	29-10-09

Fútbol	Y retomar el fútbol a nivel nacional	2	Estefany Tejada vuelve a RTS	29-10-09
DVD	Dio a conocer a través de un Dvd sus recetas.	1	Gabriela Spanic toda una sensación	30-10-09
Show	El show artístico, tiene como propósito	1	Gabriela Spanic toda una sensación	30-10-09
Show	El show arrancó cerca de las 20:30	1	La corona de Reina de mi Tierra se fue a Durán	31-10-09
Opening	Con una estu-penda coreografía de opening	2	La corona de Reina de mi Tierra se fue a Durán	31-10-09
Cheque	Enrega un cheque simbólico por \$ 1500	1	La corona de Reina de mi Tierra se fue a Durán	31-10-09
Miss	Candidata para el Miss Ecuador 2010	1	La corona de Reina de mi Tierra se fue a Durán	31-10-09
Halloween	Terror y suspen-so en Halloween	1	Terror y suspenso en Ha-lloween	31-10-09
Show	Este hogar está direccionada a los shows	1	La dinastía "Escaleras" al descubierto	31-10-09
Líder	Porta, empresa líder en tele-comunicaciones	1	Porta agasajó a candidatas a Reina de Cuenca	31-10-09
Líder	La empresa líder en tubosistemas	1	Amanco-Plas-tigama en la Feria	31-10-09
Golden box	El poco público que se encontra-ba en el área golden box	1	Lazos Rosa no convocó a Guayaquileños	01-11-09

VIP	De golden box fue pasado a vip	1	Lazos Rosa no convocó a Guayaquileños	01-11-09
Show	Guayaquileñas que asistieron al show	3	Lazos Rosa no convocó a Guayaquileños	01-11-09
Swing	Este “negrito del swing ”	1	Lazos Rosa no convocó a Guayaquileños	01-11-09
Reality	Realizando la segunda temporada del reality	3	No cualquiera pude ser una Kandela	01-11-09
Full	Es decir una agenda a full	1	No cualquiera pude ser una Kandela	01-11-09

Author: Lina Y. Morales Rodas

Chart Fourteen

Variable: Tabloid **"El Extra"**

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Show	Un show artístico y cultural	2	Faltan dos días para el certamen Reina de mi tierra	27-10-09
Festival	El festival cinematográfico de Tokio	1	Triunfo cinematográfico	27-10-09
Show	Miles de personas participaron en este show	1	Tercera parada de Caravana de Extra y Brahama fue un éxito total	27-10-09
Fútbol	La "Tri" de fútbol llegue a Sudáfrica	1	Narcodemocracia	29-10-09
Show	Ecuador es de los shows teatrales	2	Ya basta de shows	30-10-09
Marketing	Expertos en márketing	1	Ya basta de shows	30-10-09
WEB	Tanto en páginas web oficiales	1	Extra encontró a los herederos del Escudo Nacional	
Fan	El joven cuencano interactuó con sus fans	1	Un espectáculo artístico de primera	31-10-09
Show	Fue un placer disfrutar del show artístico	2	Un espectáculo artístico de primera	31-10-09
Festival	Festival cultural para completar esta velada	1	Un espectáculo artístico de primera	31-10-09

City Hall	Un evento especial realizado en el city hall	1	La esperanza está en pie	31-10-09
Líder	Acudieron muchos líderes comunitarios	1	La esperanza está en pie	31-10-09
Coctel	Un coctel	2	Un asesino olvidado en el manicomio	01-11-09
Fútbol	Canchas de voley y fútbol , nada les falta	1	Un asesino olvidado en el manicomio	01-11-09

Author: Lina Y. Morales Rodas

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fútbol	Cosas del fútbol	1	Emelec sacó empate pero quien festejó fue el cuen- quita	26-10-09
Gol	Su hinchada estaba que gritaba gol	1	Emelec sacó empate pero quien festejó fue el cuen- quita	26-10-09
Líder	Sigue de líder	1	Emelec sacó empate pero quien festejó fue el cuen- quita	26-10-09
Gol	Generando varias ocasiones de gol	2	Chullas y albos jugaron feo y empataron a cero	26-10-09
Club	En las instalaciones del club deportivo	2	Copa del Pacífico en Club Diana Quintana	26-10-09
Fútbol	De tener una escuela de fútbol que funcione	2	A estudiar y jugar	26-10-09
Club	El vicepresidente del club Edgar Salinas	2	"Papá" Aucas al borde del abismo	27-10-09
Fútbol	Son cosas normales del fútbol	1	"Papá" Aucas al borde del abismo	27-10-09

Reality	El reality del momento	1	Cuándo la pelota arde	27-10-09
Gol	La falta de gol de Emelec	1	Cuándo la pelota arde	27-10-09
Club	En coordinación con el Club Diana Quintana	5	220 nadadores rematarán la XIX Copa del Pacífico	27-10-09
Club	El club de ayuda social "Sonreir es vivir"	2	Bingo solidario del Club "Sonreir es vivir"	27-10-09
Master	En semi máster Luxemburgo derrotó a Racing	7	Fútbol Guayas se vistió de clásico	27-10-09
Fútbol	Senior B, fútbol para todos	1	Fútbol Guayas se vistió de clásico	27-10-09
Play off	Senior B, play off final	2	Fútbol Guayas se vistió de clásico	27-10-09
Fútbol	El equipo B que hizo fútbol	1	El "Tin" se paseaba a Perrone	28-10-09
Gol	No marca un gol desde el 27	1	El "Tin" se paseaba a Perrone	28-10-09
Show	Preciado, el show del gol	1	Preciado, el show del gol	28-10-09
Fútbol	A ver goles del fútbol inglés	1	Preciado, el show del gol	28-10-09
Gol	Así iba a celebrar un gol	11	Preciado, el show del gol	28-10-09
Club	Sea muy bueno para mi club	1	Preciado, el show del gol	28-10-09
Líder	Hizo una oración junto al líder del Centi	1	Volver a empezar	28-10-09
Fútbol	En forma de cancha de fútbol	1	Volver a empezar	28-10-09

Play off	Los llamados play off	1	Hoy salen 4 semifinalistas	28-10-09
Fútbol	El auge del fútbol nacional	4	Padrinos españoles para los "chullas"	29-10-09
Club	Fue demandada por el club "oriental"	4	Padrinos españoles para los "chullas"	29-10-09
Chequear	Empieza el 4 y 5 de noviembre con los chequeos médicos	1	Extra sapadas	29-10-09
WEB	Aparecerá en la WEB de Barcelona	1	Extra sapadas	29-10-09
Club	Viven del sueldo que les paga el club	1	Ni con lupa ven la plata los entrenadores de Barcelona	29-10-09
Master	Cristhian Cabezas (semi máster)	9	Didí defenderá título nacional	29-10-09
Full	En una mañana de full sudor y entrenamientos	1	Banguera y sus vacaciones trabajadas	30-10-09
Gol	Delgado podrá salvar al Emelec de la sequía de gol	1	Perrone hace a un lado al "Tin"	30-10-09
Fútbol	Son cosas que suceden en el fútbol	1	Perrone hace a un lado al "Tin"	30-10-09
Cheque	Y el cheque no le ha llegado	1	Extra sapada	30-10-09
Internet	Le ha llegado ni por internet	1	Extra sapada	30-10-09
WEB	Se lo podrá ver en la página web	1	Extra sapada	30-10-09

Club	Ver en la página web del club	1	Extra sapada	30-10-09
Fútbol	Se quieren meter al fútbol ecuatoriano	2	Extra sapada	30-10-09
Gol	Esperamos que encuentre el fútbol y gol ante Olmedo	1	Extra sapada	30-10-09
Líder	Esta noche juega con líder D. Cuenca	1	El “gallito” va por su primer victoria	30-10-09
Máster	Final de la categoría semi máster	1	Didí, Gorila, Crack del Norte y U. Española, semi-finalistas	30-10-09
VIP	Me hizo entrar al vip	1	Gases, sexo y mundial	31-10-09
Sexy	Ella es la sexy Natalia Rosas	1	Gases, sexo y mundial	31-10-09
Gol	Emelec no ha podido meter un gol	1	El “Bombillo” no quiere perder de vista al Cuenca	31-10-09
Open	Diferentes categorías open	1	Deporte extremo en Playas, hoy	31-10-09
Skater	Y disciplinas biker y skaters	1	Deporte extremo en Playas, hoy	31-10-09
Roller skate	En la cancha de roller skate del parque	1	Deporte extremo en Playas, hoy	31-10-09
Fútbol	En el campeonato nacional de fútbol	1	La Canchita en torneo nacional	31-10-09
Club	Ver hecho realidad un club deportivo	5	Imponente complejo náutico para Ecuador	31-10-09

Gol	El gol fue conseguido a los 22 minutos	4	Édison Preciado completó 11 goles	01-11-09
Club	En el club del Astillero	1	Sapada Gigante	01-11-09
Scout	Será el nuevo scout	1	Sapada Gigante	01-11-09
Fútbol	Serie grande de nuestro fútbol	2	Sapada Gigante	01-11-09
Gol	Por su mejor gol promedio	2	Cerrada disputa en campeonato amateur	01-11-09
Fútbol	El torneo sub 20 de fútbol	4	Cerrada disputa en campeonato amateur	01-11-09
Blog	Eduardo Maruri abrió su blog personal	5	Maruri abrió blog para hablar con hinchada y prensa	01-11-09
Internet	Ha descartado las ruedas de prensa y lo hacen por internet	2	Maruri abrió blog para hablar con hinchada y prensa	01-11-09
Web	En la página web de Barcelona	1	Maruri abrió blog para hablar con hinchada y prensa	01-11-09
Club	Dirigente y socio del club	4	Maruri abrió blog para hablar con hinchada y prensa	01-11-09
Fútbol	Eso no es saber de fútbol	7	Maruri abrió blog para hablar con hinchada y prensa	01-11-09

Fútbol	Como campeón de fútbol nacional	1	Independiente del Valle un pequeño gigante	01-11-09
Gol	Había marcado el gol de la victoria	2	Llanto, tristeza y dolor	
Scout	Será el nuevo 'scout'	1	EMELEC a romper el hielo	01-11-09
Club	En el club del Astillero	1	EMELEC a romper el hielo	01-11-09

Author: Lina Y. Morales Rodas

Chart Sixteen

Variable: National Newspaper “**El Comercio**”

	Section	F	%
Anglicisms	News	44	5.0
	Ads	485	51.0
	Social Pages	91	9.0
	Sports	270	28.0
	Reports	71	7.0
	Total	961	100

Author: Lina Y. Morales Rodas

Chart Seventeen

Variable: Local Newspaper “**La Randimpa**”

	Section	F	%
Anglicisms	News	10	9.0
	Ads	8	7.0
	Social Pages	45	39.0
	Sports	50	43.0
	Reports	2	2.0
	Total	115	100

Author: Lina Y. Morales Rodas

Chart Eighteen

Variable: Tabloid “**El Extra**”

	Section	F	%
Anglicisms	News	20	5.0
	Ads	200	47.0
	Social Pages	57	13.0
	Sports	18	4.0
	Reports	132	31.0
	Total	427	100

Author: Lina Y. Morales Rodas

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word Repetition Number
Full	315
Fútbol	143
Club	117
Gol	79
Internet	53
Show	47
Líder	42
Festival	30
Máster	29
WEB	28
Filme	23
Hot	20
Stock	20
Cheque	19
Trailer	19
Marketing	17
Sexy	16
Software	16
Tenis	16
Estrés	15
Spray	14
Chat	12
Disjockey	12
Reality	12

Blog	11
Chip	10
Ranking	10
Mail	9
Miss	9
Rally	9
Semifull	9
Airbag	8
Fan	8
Halloween	8
Laptop	8
Call Center	7
CD	7
Jacuzzi	7
Jeans	7
Pole	7
Racquetbol	7
Set	7
Clóset	6
Sex Shop	6
Chequear	5
Confort	5
DVD	5
Hatchback	5
Opening	5
Play off	5
Rock	5
Spa	5

Shopping	5
Test	5
Web Cam	5
Dry Foam	4
Récord	4
Sunroof	4
Tip	4
Bartender	3
Bluethooth	3
Campus	3
Challenger	3
Chatear	3
Coctel	3
Dólar	3
Hacker	3
Hardware	3
High tech	3
iPod	3
LED (light emision diode)	3
Light	3
Mánager	3
Póster	3
Relax	3
Singles	3
Walking	3
Baby Shower	2
Básquet	2
Boom	2

Catering	2
Counter	2
Flash Memory	2
Holding	2
Kit	2
Lunch	2
Mp3	2
Night club	2
Notebook	2
Pop	2
Rafting	2
Rating	2
Run	2
Scout	2
Sprint	2
Squash	2
Staff	2
VIP	2
ABS (Antiblock Breaking System)	1
Aerobic	1
Background	1
Backstage	1
Basement	1
Blister	1
Blue	1
Boxes	1
City hall	1
Clown	1

Contact Center	1
Córner	1
Cowboy	1
Dial	1
Eslogan	1
Estándar	1
Folklore	1
Free lance	1
Gift Card	1
Golden box	1
Golf	1
Grand Slam	1
Hippie	1
Hit	1
Hotdog	1
Link	1
Long Play	1
Minilaptop	1
Motorhome	1
Mouse	1
Netbook	1
October	1
Online	1
Open	1
Paddock	1
Pendrive	1
Punk	1
Ready	1

Robot	1
Roller skate	1
Sale	1
Scanner	1
Scater	1
Science	1
Scooter	1
Scratch	1
Shock	1
Snack	1
Spam	1
Spot	1
Stop motion	1
Story board	1
Suéter	1
Swing	1
Swinger	1
Thriller	1
Trackpad	1
Underground	1
TOTAL	158

Author: Lina Y. Morales Rodas

DISCUSSION

This part of the research establishes interpretative and explicative relations between scientific contents and the quantitative and qualitative information gathered through this research. It contains the following sections: Theoretical Background, Description and Analysis of Results, and Conclusions.

Theoretical Background

The aim of this section is to provide a framework of the concepts related with the study of the current trend to include English words in the vocabulary of a Spanish speaking country.

An overview of these concepts is very important because they will help us to understand the aim of this thesis and how anglicisms became incorporated in the Spanish language.

I am going to start with basic concepts such as the definition of “language.” Afterwards, I will define terms related to the subject of my research, and I will conclude by analysing prior studies on anglicisms.

Language

One of the most difficult words to define, without a doubt, is *language*. Linguists have not totally come to an agreement in their definition. A wide, yet clear concept is provided by Espinoza C. (2007). He suggests that “Language is a complex system used for human communication, based on a small number of arbitrary or vocal symbols and sound units which combine, according to certain

rules, into large and more complex structures with semantic content.” (p.12)

In the same way in The Encyclopedia “Autodidactic Oceana” Chomsky (1967) defines language as a communication system through which people of one community relate and understand each other. Finally, Burneo R. (2008) concludes that:

Language is a system composed of sounds, symbols, meanings and structures that enables human beings to communicate with others in order to express ideas, feelings, intentions and the like, by means of a structured arrangement of sounds into utterances, or their written representation into observable units as morphemes, words, phrases and clauses. (p.7)

In order to understand the structure of a language, it is necessary to review certain concepts of linguistics.

Linguistics

Muñoz J. (1976) states that linguistics is a science which analyzes and describes a language as it is used by its native speakers. In addition, The Britannica Concise Encyclopedia (2006) argues that linguistics is a “scientific study of language, covering the structure (morphology and syntax), sounds (phonology), and meaning (semantics).” Linguistics has many fields of study.

According to Aistor D. Helen & Appleby Michael (2006), the fields of study in linguistics are:

Anthropological-Linguistics is “The study of language with particular reference to the society and culture of the speakers.” This study, in most cases, concerns less well-documented languages. An example is The SIL Ethnologue, which is a collection of data on the number of speakers of a language and the geographical region in which it is spoken.

Applied-Linguistics is “The use of linguistic methods as applied to language and education.” The definition includes TESOL, ESL, Second Language Teaching, Second Language Learning and Contrastive Linguistics. Examples of this field of linguistics are: teaching materials, guides for language teachers, and studies of adult language learning.

Cognitive-science is “The study of human cognition, particularly as it relates to language.”

Computational-linguistics is “The use of computer science in the study of language.” The definition includes Artificial Intelligence and Natural Language Processing. Examples of this field are books and papers dealing with Machine Translation, Text to Speech software, and algorithms that parse sentences.

Discourse-analysis is “The study of the patterns and meanings behind connected speech.” The definition includes Humor Studies, Conversation Analysis, International Sociolinguistics, and studies of

language used in special circumstances. In this field we have examples like transcripts of speech, papers on Discourse Representation Theory and audio and video tapes of interactive discourse which might serve as an object of study.

Historical-linguistics is “The diachronic study of language change.” The definition includes Comparative Historical Linguistics, Genetic Classification, and philological and etymological study known as Lexicography.

Language-acquisition is “The study of the process of acquiring human language.” It is used to describe materials relating to either adult or child language acquisition and to either first or later language acquisition.

Lexicography is “The process of compiling or studying lexical resources and dictionaries, either monolingual or multilingual.”

Linguistics-and-literature is “The application of linguistics analysis to literary texts such a fiction, drama, or poetry.”

Linguistics-theories are “Theories fundamental to linguistics science, often spanning more than one subfield such as phology and syntax.”

Sociolinguistics is “The study of language in the context of the society that speaks it.” Sociolinguistics are classified in Multilingualism, Folklore, Pidgins and Creoles, Dialectology, Language Planning and Gender Studies. An example of this field is a

study of language variation according to such factors as the speaker's gender, age, and/or social class.

In addition, Columbia Encyclopedia states that linguistic study is divided between the study of language structure, called grammar, and the study of language meaning. These aspects of language are studied by the main branches of Linguistics.

Branches of Linguistics

Morphology

Bosque & Demonte (1999) claim that "morphology is the study of the internal structure of the word."

Also, the definition found in The Enciclopedia Didáctica Oceano reports that morphology also studies the possible variations of a word. Adding to this, the web site SOU Linguistics-Morphology finds that "Morphology also studies the numerous ways new words are formed. Many neologisms recycle familiar morphemes into new combinations."

Finally, Bosque & Demonte (1999) indicate that grammar is an organized system of units and rules. The morphology objective consists on describing these units and formulating the rules. Then when we combine the units within the rules, we can build different types of possible words in the Spanish Language. There are three classes of words:

- * monomorphemics and polymorphemics

- * variables and invariables

* simple and complex

Monomorphemics are words formed by a single basic unit called morpheme.

Polymorphemics are words formed by two or more morphemes.

Variables are words that vary according to their syntactic construction.

Invariables are words that do not vary according to their syntactic construction.

Simple and complex are words that are different in their structure but are related formally and semantically.

Some words consist of a single morpheme without prefixes or suffixes attached to them, like “ayer”. Polymorphemic words contain suffixes or prefixes attached to a root morpheme like “blanc-o-s”.

Semantics

Hayakawa (1941) cited in SOU Linguistics, defines semantics as “the study of human interaction through communication.”

In addition to this concept, in the same article of SOU Linguistics, Fromkin, Rodman and Hyams argue that “semantics is the study of the linguistic meaning of morphemes, words, phrases, and sentences.”

The first definition describes general semantics, and the second lexical semantics.

General semantics helps us improve human interaction by increasing communication.

Lexical semantics is concerned with the definition of a word.

Example:

puppy, kitten, foal, kid, gosling, sprout

What do all these words have in common? All these words have the semantic property of “young”.

Syntax

Maldonado (1962) claims that syntax is the study of the parts of speech forming prepositions or sentences, as much in their formal aspect as in their functional aspect.

Linguistically, Burneo (2008) states that, “syntax is a subfield of linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences.” This concept means that Syntax is a group of rules that people follow when they want to combine words to form sentences.

According to the Enciclopedia Autodidactica Oceano “syntax has the function of studying the role that words play inside the sentences. Also, syntax studies its ordenation, its correspondence with other words and the connection that some sentences have with others.”

Pragmatics

The definition by a Wikipedia article defines pragmatics as “a subfield of linguistics which studies the ways in which context contributes to meaning.”

Furthermore, Burneo(2008) states, “pragmatics analyses the relationship between utterances and the social context in which they are produced.”

Finally, Aistor D. Helen & Appleby Michael (2006) report that Pragmatics is “the study of the use of language in terms of the context in which it is spoken.” This definition includes non-verbal communication.

Phonology

Espinoza (2007) writes that “phonology is a science, a branch of Linguistics, which studies the speech sounds in general, according to their production, composition, distribution and function within the Language.”

Phonology is divided into two areas. Phonemics studies the distribution and function of sounds in the language. Phonetics is the study and classification of the structure, articulation and perception of the speech sound. Phonetics has three branches; *Acoustic Phonetics* that studies the properties of sounds, *Auditory Phonetics* that studies the perception of sounds, and *Articulatory Phonetics* that studies the articulation of sounds.

Morphological Procedures

Morphology, as a linguistic discipline, studies the forms of words. There are morphological procedures for the creation of new words.

Ortega (2006) reports that Composition is a morphological procedure that joins two or more lexical units to form a new word. This new word has form, grammatical function and meaning by itself. It functions like an independent word in language. There are coordinated compositions, subordinated compositions, enocentric compositions and exocentric compositions.

Coordinated compositions are those in which formed words have one element modify another, this develops a dependent relation Example: “altavoz”, “sacacorchos.”

Subordinated compositions such as the words “agridulce” or “verdinegro” are formed by words of the same lexical category.

When the new word is the result of two words of the same grammatical category (adjective + adjective, noun + noun) we have an *endocentric compositions*; for example “sordomuda” or “malvarrosa.”

Newspaper articles use these constructions because the diverse combinations that exist among nouns, adjectives, verbs, adverbs are numerous and suggestive. Some examples are “narcoavión”, “narcodólares”, “telediario” and “teleclub.”

When a word is the result of two words of different grammatical categories (verb + noun) we have an *exocentric compositions*, for example “matamoscas.”

Another procedure for the creation of new words is derivation. Derivation denotes any series of changes in which the form or structure is altered by successive processes.

Additionally, Malmkjaer (1991) says that “derivation consists in adding to a root or stem an affix or affixes.”

Derivation and inflection are similar in the sense that these procedures add to a root or stem an affix or affixes. The difference between them is that while inflection happens slowly in due course, derivation adds new affixes periodically.

Derivation produces new words by adding affixes. These derivational affixes don't have the function to express morphosyntactic types but, rather, make new words.

Another morphological procedure to take into consideration is conversion. Malmkjaer (1991) explains that “equally important is the phenomenon of conversion where a word changes word-class without any affixation.” The better known morphological procedures are derivation and composition.

Parasynthesis is the least know, but not the least important. Gonzalez (1999), in his study on parasynthesis, collects the definitions made by some studies of language.

“Parasynthesis is a type of word formation in which a group of syntactic words (not compound) are the basis for a derivation; the composition and derivation are checked simultaneously.” (Werner Abraham. Dictionary of Current Linguistics Terminology.(1981)).

On the other hand, an extract of the definition given by The Royal Spanish Academy used by Gonzalez is: “parasynthesis melts both procedures (derivation and composition) and forms derivatives

and compounds at once, as in *picapedrero*, from *picar*+ *piedra*+ suffix *ero*; *endulzar* from *en* + *dulce* + *ar*.”

These three procedures are used in the making of new words. Many times, however, people are unaware of this. This phenomenon can readily be seen in people's use of anglicisms.

Historical Linguistics

Malmkjaer (1991) refers to historical linguistics as a study of change in individual languages and in language in general. It differs from Structural Linguistics in the fact that it is an area of the field of study related to diachronic relations amongst language systems.

In order to understand the reasons why language changes and what are the processes that condition a language to adopt new characteristics, it is important to have an overview of the historical background of the language.

Greek was the first language to be studied formally. During Middle Ages the most important debate was about the nature of the Greek language in terms of the presence or absence of a model. They also devised avowals concerning the various parts of discourse.

Malmkjaer K. (1991) claims that “Latin and Greek grammar were studied throughout the Middle Ages primarily from a pedagogical point of view.”

Later, during the Renaissance, language studies took another direction when foreign tongues and dialects were taken into account for the investigations.

To this, Malmkjaer (1991) says “an important trend in the seventeenth century was the effort to compare and classify languages in accordance with their resemblances.”

Throughout the eighteenth century, the aim was to assemble an inventory of the information gathered. This produced a sampling of most of the languages in the world.

Special attention was given to the conjectures about the origins of language. This topic was considered by authors such as Hobbes, Rousseau, Burnett and others.

This era is also important because the primary studies about language began, thanks to the attempts to compare and classify the languages by taking into consideration their origins in a hypothetical or non-hypothetical way.

During the nineteenth century, a handful of the leading linguists continued working on comparative studies regarding historical linguistics. Bopp, a remarkable linguist, published a study about the similarities and differences in the conjugation of verbs of different languages.

Additionally, Jacob Grimm (n.d.), another important linguist, focused his studies on the Germanic Family, especially the Gothic because of its relevance to writing during the fourth century.

On the other hand, Bredsdorff tried to explain the causes of language by considering aspects as mishearing, misunderstanding, imperfection of speech organs, indolence, the tendency towards

analogy, the desire to be distinct, the need of expressing new ideas, and influences from foreign languages.

Malmkjaer (1991), referring to the work of Bredsdorff, states that “some of his ideas are still viable today. For instance, it is recognized that the tendency towards analogy, speaker’ desire for uniformity, for regular patterns, causes language to become more rather than less regular in syntax and phonology.”

In final analysis, during this century, the advances in the studies of language were many and of great significance.

The figure of Ferdinand de Saussure stands in bold relief in the studies of linguistics during the twentieth century due to his seminal work.

Malmkjaer (1991) comments that, Saussure, one of the founders of structural linguistics, separated descriptive linguistics and historical linguistics into two defined spheres of interest.

Since that moment, descriptive linguistics became more important over time and the other branches lost their supremacy.

Malmkjaer (1991) writes that “twentieth century advancements in historical – comparative language studies have been on the practical side, with the collection of data and reformulation of previous work.”

Looking ahead, Linguistics is facing new challenges and new problems to solve. Now languages merge with others and acquire new

characteristics. Foreign words fit the characteristics of the other language and due to this new words are born.

Anglicisms are an example of the most important cultural and idiomatic changes of our time.

Language Change

Malmkjaer (1991) says, “expressions already existent in the language are often usurped giving rise to new meanings for old words.”

Language change refers to the changes that a language experiences over time. These changes can happen in the phonetic, morphological, semantic, or syntactic levels.

This phenomenon occurs when words and expressions in a given language replace or meet a need of lexicon or vocabulary to express ideas or new concepts in another one.

In general, the recipient language is the weaker one. This is the case for the Anglicisms that are becoming ever more common in the Spanish language, as they replace Spanish words in order to express ideas and then become indispensable to articulate thoughts more precisely, negating all other linguistic options.

Two linguistic disciplines, in particular, are concerned in studying language change:

Historical linguistics examines how people in the past used language and seeks to determine how subsequent languages derive from previous ones and relate to one another.

Sociolinguistics studies the origins of language changes and wants to explain how society, and changes in society, influence language.

Using sociolinguistics as a base concept, Holmes (2008) expressed that, “language varies in three major ways which are interestingly interrelated – over time, in physical space and socially.” Current variation is always the source of change over time. In a monolingual community, the first impression is that everybody speaks in the same way and uses the same language, but we soon identify areas of variation in vocabulary and pronunciation. Many of these changes are ephemeral, but some persist and become incorporated into the standard dialect.

Among the reasons for language change is Social Status. Members of a group with the most social status tend to introduce changes into a speech community from neighbouring communities which have greater status and prestige in their eyes. Also, gender differences in women’s and men’s speech are another source of variation which can result in linguistic change. Women lead changes towards the standards, while men introduce new vernacular variants. This applies only where women play some role in public social life. Interaction and contact between people is crucial in providing the channels for linguistic change. Linguists are not yet sure about the extent to which the media can influence people’s speech habits. Some believe that frequent exposure to a pronunciation on television

can bring about change. Others argue that face-to-face interaction is necessary before change occurs.

Language Vice

Carreño S. (n.d) cites that, “language vice means factors that alter the normal flow of the verbal talkative experience.” These factors are divided into three groups:

Pragmatic Vice

This happens when some linguistic form is used outside of the convention. The grammatical form and meaning can be correct, but the communication is blocked by the use of old or invented words. There are two kinds of pragmatic vice: Archaisms and Neologisms.

Archaisms: Are antiquated words or words that have fallen into disuse that have been discarded over time. They are generally substituted by new words or they disappear because the objects which they reference are no longer used. For example: azas, calzas, jubón etc.

Neologisms: According to the Oxford English Dictionary, Neologisms are “newly coined words that may be in the process of entering common use, but have not yet been accepted into mainstream language.” Neologisms are often directly attributable to a specific person, publication, period, or event. Examples: ketchup, curry, champú.

Syntactic Vice

This type of problem greatly affects communication since it breaks directly with the grammatical structure. The kinds of syntactic vice are:

Catachresis: is given when a word is used for another with different meaning. Example: “vaya – valla”

Solecism: is given when in a sentence we use more words than necessary or we lack words. For example, “Debes de estudiar” is used instead of the correct form “Debes estudiar”. This also applies to single words when in a word we use more letters than necessary or we lack letters. For example, “gasolinera” is used instead of the correct form “gasolinería.” Solecisms also occur when the language is compressed or some verbs are used instead others. The example “deja veo” illustrates this.

Monotony: occurs when we don't have a wide enough vocabulary in our communication. A basic example is “osea” or “pues”. Monotony variations include: queismo, which is the abuse of the word “que” and cosismo, which is the abuse of the word “cosa”. Ultimately, we have teveismo, which is the imitation of television speech.

Pleonasm: is the unconscious repetition of the same concept with synonymous words or with similar sentences, such as “entrar para adentro”.

Cacophony: is the construction of sentences in which their structure is unpleasant to hear as well as for convention, an example could be, “Tanto molestan tantos tontos cuando un solo tonto no”.

Semantic Vice

Semantic vices happen when we include strange words in our language with an equivalent meaning in the natural language. These Vice are:

Amphibology: is when a sentence has semantic problems, creating double meanings or deformed meanings. An example often seen is “Leche de vaca pasteurizada”.

Barbarisms: are language defects that consist of the employment of a word or expression from a foreign language in our natural language. The most important example of a barbarism is the foreign expression. Anglicisms are those English voices that substitute Spanish voices unjustifiably; illustrated by the example “oquei”.

Also, we have barbarisms of expression which are those words in a Spanish voice that adopt degenerative forms. They are incorrectly written words (“venites”), incorrectly accented words (“exámen”) and faulty expressions (“que onda”).

In other words, language vice is also known as linguistic borrowing and suggests how a group of speakers of any language incorporate foreign linguistic elements into their own language.

This kind of linguistic and semantic transfer of sense is very common in our society. It usually develops with the usage of Anglicisms and other foreign words.

The causes for this phenomenon are many, though for those who are unilingual speakers it is not a conscious process.

The inclusion of these words by a group of speakers in their native language make of them diffusers of that language. This situation now is exacerbated by the development of new technology and means of communication around the world.

There are some linguistic factors contributing to this innovation such as low frequency of words, homonymy, and affective words that lose their expressive strength. It's important to mention that although for a single language speaker to fall back into his own vocabulary to communicate, for the bilingual speaker there is the option to draw upon his second language for lexical innovations.

The language vice produced amid Spanish and English is very strong due to the influence that the United States, in particular, executes over Latin America.

Now, I will carry out a wider analysis about some language vice related to this thesis topic.

Neologisms

Sanpedro (2000) argues that, "neologisms are, according to the Dictionary of Linguistics, all words of recent creation taken from

another language.” In short, a neologism is a new word which is introduced into a language by any process.

In addition, Alvar (2000) says “the source of neologisms is today, as always, mixed. But as we move away from the terminology of everyday life, where the problems are different, and we approach the technical and scientific terminology, neologisms coming from English increase.”

Many of the foreign words that have been introduced into our language don't have adequate phonetic and morphological adaptations to Spanish. Despite this situation they can be recognized and used without any problem.

There are two kinds of neologisms: Neologisms of form and neologisms of sense.

Neologisms of form

Consist on created new units adding prefixes or suffixes. Examples:

Prefix ciber- , Meaning “piloto, mundo, máquina, Neologism ciberespacio.

Suffix al- , Meaning “relación o pertenencia, Neologism educacional.

Neologisms of sense

Neologisms are also created through abbreviation or acronym, by intentional rhyming with existing words, or simply through playing with sounds.

In addition, in a Wikipedia article about neologism, I found that, “when a word or phrase is no longer new, it is no longer a neologism.”

Barbarisms

Sanpedro (2000) says in his article, according to the Dictionary of the Spanish Royal Academy of Language, barbarisms is a language vice that refers to the incorrect spelling of words, any incorrect pronunciation of words, or their improper use in the language.

Another concept detailed by Sanpedro (2000) is that “barbarism is a foreign expression totally unincorporated in the language.”

On the other hand, Burneo and other authors (2009) say that barbarism is “a foreign expression totally incorporated into the language.”

In addition, Carreño S. (n.d) argues that there are barbarisms like foreign expressions; the most important being Anglicisms, those English voices that substitute Spanish voices unjustifiably. Example: “golf, club”

Also, we have barbarisms of expression which are words in a Spanish voice that adopt degenerative forms. These include incorrectly written words (“solidaridá”), incorrectly accented words (“financia”) and faulty expressions like (“chale, pos”).

There are barbarisms of adjective, adverb, article, conjunction, interjection, noun, preposition, pronoun, and verb.

Escarpanter (1990) says its possible “to incur in a barbarism when you make a spelling error, either by misuse of letters, wrong accentuation of words or change of one letter for another.”

Anglicism

A clear concept of Anglicism is provided by Wikipedia. Here we found that, “an Anglicism is a word borrowed from English into another language. Anglicism also describes English syntax, grammar, meaning and structure used in another language with varying degrees of corruption.”

E. Lorenzo (1966) says that Anglicism can be classified into:

Raw Anglicisms

They are those words or expressions that maintain, in Spanish, the English graph and a reflection of their original pronunciation. Some examples are hall, hobby, ticket, golf, sandwich.

Anglicisms in period of acclimatization

Sometimes, in these the graph and at other times the pronunciation has faded, adapting to Spanish conditions. In the word “fútbol” the orthographic adaptation is perfect but the phonological adaptation is faulty because the letter –t of the first syllable is ignored in the end position of our language. We can hear bad pronunciations like “fúrbol or fulbo.” The same thing happens with words like “ticket (tique – tiques)”.

Completely Assimilated Anglicisms

Although the intense influence of the English language is relatively recent, there are anglicisms that have taken part of our language for centuries. This is illustrated by the words tunnel, tennis, cafeteria, and romance.

Lexical calques

Lexical calques are words adapted to Spanish, corresponding to unfamiliar concepts in our language. These are words that we ignored and tried by composition, derivation or syntactic construction to represent, with Spanish means, an English concept. This sometimes happens when we translate word for word, English into Spanish. Example: relate public (public relations).

Grammatical calques

There are Spanish voices that due to their similarity with other English voices, receive from this language acceptance that it didn't have in our language. The following list shows some examples: "(romance –amoríos), (concreto – cemento, hormigón), (audiencia – auditorio, público), (conferencia – asamblea, congreso).

Anglicisms of European origins

The English language is a bridge between the Spanish language and African or Asian languages. For example, the words "yoga, jungla, shampoo" are from India. "Ketchup and kaolin" originate from China. "Kimono and geisha" are from Japan.

Among older Anglicisms there are several designations relating to navigation, some of which were made indirectly through French.

The newest anglicisms are concerned with industry, politics and sports.

In conclusion, the use of anglicisms is regarded as a phenomenon characteristic of our times that demonstrate how a society acquires ideas, trends and thoughts simultaneously along with the English words and idiomatic expressions.

Foreign Language Interference

In general, foreign language interference refers to speakers or writers applying knowledge from their native language to a second language.

When a person uses alternately two or more languages, it means that these languages are in contact. This phenomenon is also called bilingualism.

Approaching a person that speaks a different language than ours requires being bilingual; if not, communication is almost impossible.

That divergence of the norms of one language to another that constantly happens with ease when second language speakers communicate is called Interference.

Meinreich (1974) argues that “Interference and language shift are variations in the normal use of a language.”

Meinreich (1974) says that “a language shift may be defined as the change from the habitual use of one language to that of another.”

This process of language interference in the use of a foreign tongue, at times is easier for some people than for others.

He also mentions that “there is some reason to believe that a facility in switching languages even within a single sentence or phrase is characteristic of some bilinguals.”

Assuredly, the frequent usage of Anglicisms in our society is the effect of a foreign language interference that occurs every day. This phenomenon is observed sometimes in real life, sometimes in Cyberspace, and at other times through the mass media.

Newspaper and Tabloid

One of the objectives of this research is to identify the most commonly used syntactic and lexical anglicisms in Ecuadorian newspapers. The variables proposed for this research are: National newspapers, local newspapers and tabloids. For this reason, it is important to define what constitutes a newspaper and a tabloid.

According to the Merriam-Webster Dictionary (1997) “a **newspaper** is a publication containing news and comments on current events, together with features and advertisements, that usually appears daily or weekly and is printed on large sheets of paper that are folded together.”

In contrast to this type of publication, we have the tabloid. Wikipedia gives us this definition for a **tabloid**; a “tabloid is a newspaper that tends to sensationalize and emphasize or exaggerate

crime stories, gossip columns, repeating scandalous innuendos about the deeply personal lives of celebrities and sports stars.”

Previous Studies

Previous studies are research studies on the topic related to anglicisms done by other people. Their investigations and conclusions will help us to have many ideas about how anglicisms are used by all languages nowadays.

García José (1998), in his research “Anglicismos morfosintácticos en la traducción periodística (inglés-español): Análisis y Clasificación” concludes that: The morphosyntactic anglicisms are the result of a literal translation of the original form. This kind of translation is correct most times for the translator. In other occasions, the calques structures are accepted by Spanish speakers, but these calques are more limited in Spanish than their corresponding words in English. However, the English influence is hidden or tolerated by the journalistic language because some English expressions have better diffusion than their corresponding Spanish expressions.

Rábago A, Romero B, & Saldivar R, (2008) conclude in their research “Los medios impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos” that: At present, the dynamic of Spanish language transformation exceeds the regulations of an Academy of the language which is cautious and distrustful with its linguistic system; mainly when this starts to be in contact with a

culture which accepts transformations in its official language based on the use and the invention but also on the technological performance that it propels. In this specific case the border zone has been identified as a cultural and social collision. The language used in this zone tries to establish connections between English and Spanish to help the communication with a pragmatic sense. Finally it is possible that the recognition of the both languages importance sensitizes people to learn how to communicate in the corresponding foreign language.

Delgado A. & Hernández G. (2001) manifest in their research “Los anglicismos en la prensa latinoamericana y su impacto social y lingüístico” conclude that: Nowadays, in this globalized world it is very important make an effort to acquire other languages. But, the knowledge of a second language is not a reason to mix it with our native language. The excessive use of anglicisms is the reason to lose language and culture identity. Everybody have to take an attitude of responsibility with the language. Journalists, linguists and translators are the minority in a community, the way to use the language affects all the society.

Description, Analysis and Interpretation of Results

This section includes a linguistic, comparative, and sociological analysis of anglicisms, in the way they are used in newspapers. For this, some samples from charts provided in the Results section were selected.

The linguistic analysis was carried out regarding etymological, syntactic-semantic and morphological aspects of ten anglicisms from each newspaper. The analytic and descriptive methods have been applied with the purpose of establishing interpretative and explicative relations between the theory and the information gathered through the research.

The comparative analysis was made between the sub variables of each variable taking as reference the frequencies and percentages obtained. Also, another comparative analysis was performed between the variables *El Comercio*, *La Randimpa* and *El Extra*.

The sociological analysis was written, taking as a reference the opinions that were given by the persons who were interviewed, and my own opinions according to the results that were obtained.

Linguistic Analysis

This is an analysis of the Anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic, and morphological aspects.

The etymological analysis determines if the word found is an anglicism and if it has been accepted by the Spanish Royal Academy of the Language. Also, this analysis specifies the origin of the term, if it comes from Middle English, Old English, or American English.

The syntactic-semantic analysis indicates the function of the word and its meaning within the context in which the word was found.

Finally, the morphological analysis lets me know what changes or adaptations the word has suffered.

In order to perform the linguistic analysis, the following resources were used: the on-line Spanish Royal Academy of the Language dictionary and the on-line Merriam-Webster dictionary.

The following words were found in *El Comercio*, a national Ecuadorian newspaper:

Full

The word *full* has not been accepted by the Spanish Royal Academy of the Language, it comes from Middle English, before the 12th century.

This word in English has different functions: as an adjective, an adverb, a noun, or a verb.

The meaning of *full* in English according to its function as an adjective is: 1. containing as much or as many as is possible or normal, 2. Complete especially in detail, number, or duration. Example: “I need a full report.”

In Spanish, as we can see in the phrase from chart two, “Canales internacionales, *full* nitidez”, the word *full* is used as an adjective and its meaning within the context is: complete, total, maximum. “*total* nitidez”.

Full has not suffered any change at the morphological level, in both languages this word is written in the same way.

The word *full* impoverishes our language because it is used instead of the Spanish words: *total, completo, o todo*.

Fútbol

The word *football* has been accepted by the Spanish Royal Academy of the Language. Its Spanish spelling is *fútbol*. This is a compound word formed by the words *foot* and *ball*. Etymologically, foot comes from Middle English, before the 12th century and ball comes from the Middle English in the 13th century.

This word in English is used as a noun. Its meaning is: a game played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by kicking. One of the most characteristic rules is that the ball can not be touched with

either the hands, or the arms. Example: “High school students like to play football during the summer.”

The word football has been transformed to the Spanish language as *fútbol*. This word is used in Spanish as a noun such as in the following sentence from chart five, “Los equipos exhibieron un buen *fútbol*.” Its meaning within this context is: It is a game between two teams of eleven players each one, whose purpose is to enter a ball by an entrance according to specific rules.

The word *football* has suffered a change at the morphological level. Its writing in English is *football* and in Spanish is *fútbol*.

This word enriches our language because *football* is used with out translations around the world and *fútbol* is our way to name this popular sport.

Club

The word *club* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *club* comes from Middle English in the 13th century.

This word in English has two functions: as a noun or as a verb. *Club* has the following meanings in English according to its function as a noun: **1 a:** an association of persons for some common object usually jointly supported and meeting periodically; also: a group identified by some common characteristic **b:** an athletic association or team. Example: “The New England Revolution Soccer Club was one of the best teams in the USA.”

In Spanish, as in the following phrase taken from chart five, “El *club* Tecnológico lidera la tabla de posiciones”, the word *club* is used as a noun, and its meaning within the context is: an association of people dedicated to a sports activity.

Club has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *club* does not have an equivalent word in Spanish.

Internet

The word *Internet* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *inter* and *net*. Etymologically, *inter* comes from Middle English in the 14th century and *net* comes from the Middle English before 12th century. The word *Internet* started to be used in 1985.

This word in English is used as a noun or an adjective. Its meaning as noun is: an electronic communication network that connects computer networks and organizational computer facilities around the world. Example: “She spends hours surfing the *Internet*.”

In Spanish, as in the following phrase taken from chart three, “Seguidores de Jaco lanzaron una propuesta en *Internet*”, the word *Internet* is used as a noun, and its meaning within the context is: a decentralized network world-wide formed by direct connection between computers through a special communication protocol.

Internet has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *Internet* does not have an equivalent word in Spanish.

Máster

The word *master* has been accepted by the Spanish Royal Academy of the Language. This word is written as *máster* in Spanish. Etymologically, *master* comes from Middle English before of the 12th century.

This word in English has different functions: as a noun, as a verb or as an adjective.

The meaning of *master* in English according to its function as a noun is: a person holding an academic degree higher than a bachelor's but lower than a doctor. Example: "He was *master* of Balliol."

The word *master* has been transformed to the Spanish language as *máster* and is used in Spanish as a noun or an adjective. In the following sentence taken from chart two, it is used as an adjective, "Con baño, dormitorio *máster*", its meaning within the context is: principal, main.

Master has suffered changes at the morphological level. Its writing in English is *master* and in Spanish is *máster*. The accent mark is *used* for a correct spelling in Spanish.

The word *máster* impoverishes our language because it is used instead of the Spanish word *principal*.

Stock

The word *stock* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *stock* comes from the Middle English before 12th century.

This word in English has different functions: as a noun, as a verb or as an adjective. The meaning of *stock* in English according to its function as a noun is: **a.** a store or supply accumulated or available; *especially* **b.** the inventory of goods of a merchant or manufacturer . Example: “That camera is out of *stock*”

In Spanish, as we can see in the phrase taken from chart two, “Hasta agotar *stock*”, the word *stock* is used as a noun and its meaning within the context is: amount of goods available.

Stock has not suffered any changes at the morphological level. In both languages this word is written in the same way.

The word *stock* impoverishes our language because it is used instead of the Spanish words: *existencia, mercadería almacenada*.

Marketing

The word *marketing* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *marketing* comes from the American English year of 1561

This word in English has two functions: as a noun or as a verb. The meaning of *marketing* in English according to its function as an

noun is: the activities that are involved in making people aware of a company's products, making sure that the products are available to be bought, etc. Example: "The company will increase its budget for *marketing*."

In Spanish, as we can see in the phrase taken from chart two, "Domine el *marketing* para alcanzar el éxito", the word *marketing* is used as a noun and its meaning within the context is: marketing in Spanish mercadotecnia. "Domine la mercadotecnia"

Marketing has not suffered any changes at the morphological level. In both languages it is written in the same way.

The word *marketing* impoverishes our language because it is used instead of the Spanish word *mercadotecnia*.

Estrés

The word *stress* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *stress* comes from the Middle English in the 14th century.

This word in English has two functions: as a noun or as a verb. The meaning of *stress* in English according to its function as a noun is: a state of mental tension and worry caused by problems in your life, work, etc. Example: "Paola uses meditation as a way of relieving *stress*."

In Spanish, as we can see in the phrase taken from chart five, "Se está usando una pequeña pelota para aliviar el *estrés*", the word

estrés is used as a noun and its meaning within the context is: nervous tension – *tensión nerviosa*. “para aliviar la tensión nerviosa”

This word has suffered changes at the morphological level. As its writing in English is *stress* and in Spanish it is *estrés*, with an accent mark for a correct spelling.

Estrés impoverishes our language because is used instead of its equivalent in Spanish *tensión nerviosa*.

Récord

The word *record* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *record* comes from the Middle English in the 14th century.

This word in English has different functions: as a noun, as an adjective or as a verb. The meaning of *record* in English according to its function as a noun is: **a.** an official written document that gives proof of something or tells about past events. **b.** a performance or achievement that is the best of its kind. **c.** use to talk about the things that someone or something has done in the past. Example: “He broke the record for the high jump.”

In Spanish, as we can see in the phrase taken from chart one, “Gasto electoral al *récord* del Alcalde de N. York” the word *récord* is used as a noun and its meaning within the context is: record - registro. “registro del alcalde”

Record has suffered changes at the morphological level. Its writing in English is *record* and in Spanish it is *récord*, with an accent mark for a correct spelling.

The word *récord* impoverishes our language because it is used instead of the Spanish word *registro*.

Software

The word *software* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *soft* and *ware*. Etymologically, *soft* comes from Middle English before the 12th century and *ware* comes from the Middle English before 12th century. The word *software* started to be used in 1958.

This word in English is used as a noun. Its meaning as a noun is: the programs that run on a computer and perform certain functions. Example: "I installed the *software*."

In Spanish, as in the following phrase taken from chart four, "Se necesitan desarrolladores de *software* y laboratoristas", the word *software* is used as a noun, and its meaning within the context is: a program for computers .

Software has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *software* does not have an equivalent word in Spanish.

Hardware

The word *hardware* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *hard* and *ware*. Etymologically, *hard* comes from Middle English before 12th century and *ware* comes from the Middle English before 12th century. The word *hardware* started to be used in 1515.

This word in English is used as a noun. Its meaning as a noun is: things such as tools or parts of machines that are made of metal. Example: “She bought some new *hardware* for her system.”

In Spanish, as in the following phrase taken from chart two, “Se necesitan técnicos con experiencia en *hardware* y software”, the word *hardware* is used as a noun, and its meaning within the context is: computer components.

Hardware has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *hardware* does not have an equivalent word in Spanish.

Mail

The word *mail* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, *mail* comes from the Middle English before the 12th century.

This word in English has two functions: as a noun or as a verb. The meaning of *mail* in English according to its function as a noun

is: the system used for sending letters and packages from one person to another. Example: “ They do business by *mail*.”

In Spanish, as we can see in the phrase taken from chart two, “Enviar hoja de vida por *mail*”, the word *mail* is used as a noun and its meaning within the context is: electronic mail – correo electrónico.

Mail has not suffered any changes at the morphological level. In both languages this word is written in the same way.

The word *mail* impoverishes our language because it is used instead of its Spanish equivalent, *correo electrónico*.

Set

The word *set* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *set* comes from the Middle English in the 14th century.

This word in English has different functions: as a noun, as an adjective or as a verb. The meaning of *set* in English according to its function as a noun is: a number of things of the same kind that belong or are used together. Example: “ My brother wants an electric train *set*.”

In Spanish, as we can see in the phrase taken from chart two, “El Comercio y Kitchen Aid te regalan un *set* de cocina”, the word *set* is used as a noun and its meaning within the context is: set – juego. “ un juego de cocina”.

This word has not suffered any changes at the morphological level. In both languages this word is written in the same way.

The word *set* impoverishes our language because it is used instead of the Spanish word, *juego, serie, estuche*.

Rock

The word *rock* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *rock* comes from the Middle English, 1823. Its function in English is as a noun and its meaning is: a kind of popular music with a strong beat that is played on instruments that are made louder electrically. Example: “ My favorite type of music is *rock*.”

In Spanish, as we can see in the phrase taken from chart three, “La banda de *rock* dio un concierto”, *rock* is used as a noun and its meaning within the context is: kind of music.

The word *rock* has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *rock* does not have an equivalent word in Spanish.

The following words were found in *La Randimpa*, a local Ecuadorian newspaper:

Gol

The word *goal* has been accepted by the Spanish Royal Academy of the Language. This word is written as *gol* in Spanish. Etymologically, *goal* comes from Middle English and appeared in 1531.

This word in English is used as a noun. Its meaning is: the act of hitting, kicking, etc., a ball or puck into a goal or the score that results from doing this. Example: “He scored the winning *goal* in the game’s final minute.”

The word *goal* has been transformed to the Spanish language as *gol*. This word is used in Spanish as a noun as in the following sentence taken from chart ten, “Se jugará el *gol* de oro”, its meaning within the context is: entrance of the ball in the goalposts.

Goal has suffered a change at the morphological level. As we can see, its writing in English is *goal* and in Spanish it is *gol*.

This word enriches our language because *gol* does not have an equivalent word in Spanish.

Filme

The word *film* has been accepted by the Spanish Royal Academy of the Language. This word is written as *filme* in Spanish. Etymologically, *film* comes from Middle English before the 12th century.

This word in English has two functions: as a noun or as a verb. Its according to its function as a noun is: **a.** a special material that is used for taking photographs. **b.** movie. Example: “He is interested in making *films* about war.”

The word *film* has been transformed to the Spanish language as *filme* and it is used as a noun like in the following sentence taken

from chart eight, “El *filme* boliviano Zona Sur”, its meaning within the context is: movie – “película”. “La película boliviana”

The word *film* has suffered changes at the morphological level. Its writing in English is *film* and in Spanish it is *filme*.

The word *filme* impoverishes our language because it is used instead of the Spanish word *película*.

Show

The word *show* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *show* comes from the Middle English in the 12th century.

This word in English has different functions: as a noun, as a verb or as an adjective. The meaning of *show* in English according to its function as a noun is: **a.** something exhibited especially for wonder or ridicule. **b.** a large display or exhibition arranged to arouse interest or stimulate sales **c.** a competitive exhibition of animals to demonstrate quality in breeding. Example: “How long does the *show* last?”

In Spanish, as we can see in the phrase taken from chart eight, “Su *show* tuvo una gran acogida”, the word *show* is used as a noun and its meaning within the context is: exhibition, spectacle. “Su *espectáculo* tuvo gran acogida”.

Show has not suffered any change at the morphological level. As we can see, in both languages this word is written in the same way.

The word *show* impoverishes our language because it is used instead of the Spanish words: *exhibición, espectáculo*.

Festival

The word *festival* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *festival* comes from the Middle English and appeared in 1528.

This word in English has two functions: as a noun, or as a verb. The meaning of *festival* in English according to its function as a noun is: a special time or event when people gather to celebrate something. **b.** an organized series of performances. Example: “The town has a summer *festival* in the park”

In Spanish, as we can see in the phrase taken from chart eitht, “*Festival intercultural por el agua y la vida*”, the word *festival* is used as a noun and its meaning within the context is: feast day, festivity specially musical.

Festival has not suffered any change at the morphological level in both languages this word is written in the same way.

The word *festival* impoverishes our language because it is used instead of the Spanish words: *función, concierto, espectáculo*.

Chequear

The word *to check* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *to check* comes from the Middle English in the 14th century.

The function of this word in English is as a verb and its meaning is: to look at something carefully to find mistakes, problems, etc., or to make sure there is nothing wrong with it. Example: “She *checked* her spelling.”

In Spanish, as we can see in the phrase taken from chart six, “45 personas se realizaron los *chequeos* médicos”, the word *chequeo* is used as a noun and its meaning within the context is: revision – revisión. “las revisiones médicas.”

This word has suffered some changes at the morphological level. As we can see, its writing in English is *to check* and in Spanish it is *chequear*.

Chequear impoverishes our language because it is used instead of the Spanish words: *revisar*, *revisión*.

Fan

The word *fan* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *fan* comes from the Middle English, 1682.

This word in English has two functions: as a noun or as a verb. The meaning of *fan* in English according to its function as a noun is:
a. a machine or device that is used to move the air and make people or things cooler. **b.** a person who likes and admires someone or something in a very enthusiastic way. Example: “ I am a huge baseball *fan*.”

In Spanish, as we can see in the phrase taken from chart eight, “Los promotores los protegen de las *fans* descontroladas”, the word *fan* is used as a noun and its meaning within the context is: admirer – admirador. “de las admiradoras descontroladas”.

Fan has not suffered any changes at the morphological level. In both languages this word is written in the same way.

The word *fan* impoverishes our language because it is used instead of the Spanish word, *admirador*.

WEB

The word *Web* is part of “World Wide Web” WWW. This word has been accepted by the Spanish Royal Academy of the Language. Etymologically, *web* comes from the Middle English before the 12th century. Its technological meanings appears and started to be use in 1992.

This word in English is used as a noun. Its meaning is: a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization. Example: “I spend the afternoon surfing the *Web*.”

In Spanish, as in the following phrase taken from chart eight, “Diva muy solicitada en la *Web*” the word *Web* is used as a noun, and its meaning within the context is: informatic net.

The word *Web* has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *Web* does not have an equivalent word in Spanish.

Test

The word *test* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *test* comes from Middle English in the 14th century.

This word in English has different functions: as a noun, as an adjective or as a verb.

The meaning of *test* in English according to its function as a noun is: a set of questions or problems that are designed to measure a person's knowledge, skills, or abilities. Example: "The college relies on *test* scores in its admissions process".

In Spanish, as in the following phrase taken from chart nine, "Se unirá un *test* de ADN", the word *test* is used as a noun and its meaning within the context is: prueba, examen.

Test has not suffered any change at the morphological level. In both languages this word is written in the same way.

This word impoverishes our language because it is used instead of the Spanish words: prueba and examen.

The following words were found in *El Extra*, a tabloid Ecuadorian newspaper:

Líder

The word *leader* has been accepted by the Spanish Royal Academy of the Language. This word is written as *líder* in Spanish. Etymologically, *leader* comes from Middle English (*leden*) in the 14th century.

This word in English is used as a noun. Its meaning is: **a.** a person who leads as a guide or conductor. **b.** a person who has commanding authority or influence. Example: “The company has become a leader in developing new technology.”

The word *leader* has been transformed to the Spanish language as *líder*. This word is used in Spanish as a noun like we can see in the following sentence taken from chart eleven, “Contacto directo entre *líderes* barriales”, its meaning within the context is: guide, ringleader, director, governor.

The word *leader* has suffered a change at the morphological level. As we can see, its writing in English is *leader* and in Spanish it is *líder*.

The word *líder* impoverishes our language because it is used instead of the Spanish words: *gobernante*, *director*, *guía*, *dirigente*.

Hot

The word *hot* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, *hot* comes from the Middle English before the 12th century..

This word in English has different functions: as a noun, as a verb, as an adverb or as an adjective.

The meaning of *hot* in English according to its function as an adjective is: having a high temperature, sexually excited, emotionally exiting. Example: “It is *hot* in the summer”

In Spanish, as we can see in the phrase taken from chart twelve, “Ornella *hot* 100% real”, the word *hot* is used as an adjective and its meaning within the context is: sexually excited.

Hot has not suffered any change at the morphological level. In both languages this word is written in the same way.

The word *hot* impoverishes our language because it is used instead of the Spanish word *caliente*.

Cheque

The word *check* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *check* comes from the Middle English in the 15th century.

This word in English has different functions: as a noun, as a verb, or as an interjection.

The meaning of *check* in English according to its function as an noun is: **a.** a written order directing a bank to pay money as instructed. **b.** a ticket or token showing ownership or identity or indicating payment made. Example: “I would like to pay by *check*”

In Spanish, as we can see in the phrase taken from chart thirteen, “Entrega un *cheque* simbólico de \$1500”, the word *cheque* is

used as a noun and its meaning within the context is: writted mandate of payment to cash a determinated amount of money.

This word has suffered changes at the morphological level, its writing in English is *check* and in Spanish is *cheque*.

This word enriches our language because *cheque* does not have an equivalent word in Spanish.

Tráiler

The word *trailer* has been accepted by the Spanish Royal Academy of the Language. This english word started to be used in 1590.

This word in English has different functions: as a noun, as a verb or as an adjective. The meaning of *trailer* in English according to its function as a noun is: a long platform or box with wheels that is pulled behind a truck or car and used to transport things. Example: “Juan helped them load the furniture onto the *trailer*.”

In Spanish, as we can see in the phrase taken from chart eleven, “Un *tráiler* que transportaba madera, volcó”, the word *tráiler* is used as a noun and its meaning within the context is: a big truck.

Trailer has suffered changes at the morphological level. Its writing in English is *trailer* and in Spanish it is *tráiler*, with an accent mark for a correct spelling.

The word *tráiler* impoverishes our language because it is used instead of the Spanish word *remolque*.

Spray

The word *spray* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *spray* comes from the Middle English in the 13th century.

This word in English has two functions: as a noun or as a verb. The meaning of *spray* in English according to its function as a noun is: liquid substance that is used or applied by being forced out of a container in a stream of very small drops. Example: “ A nasal *spray* should help you breathe better.”

In Spanish, as we can see in the phrase taken from chart twelve, “ Se utiliza *spray* prolongador contra la eyaculación precós”, the word *spray* is used as a noun and its meaning within the context is: a liquid substance.

The word *spray* has not suffered any changes at the morphological level. In both languages this word is written in the same way.

This word enriches our language because *spray* does not have an equivalent word in Spanish

Confort

The word *confort* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *confort* comes from the Middle English in the 13th century.

This word in English has two functions: as a noun or as a verb. The meaning of *confort* in English according to its function as a noun

is: a state or situation in which you are relaxed and do not have any physically unpleasant feelings caused by pain, heat, cold, etc. Example: “ The suites combine *comfort* with convenience.”

In Spanish, as we can see in the phrase taken from chart twelve, “Hotel con *confort* sensacional”, the word *confort* is used as a noun and its meaning within the context is: confort - comodidad. “comodidad sensacional”

The word *confort* has suffered changes at the morphological level. Its writing in English is *comfort* and in Spanish it is *confort*.

Confort impoverishes our language because it is used instead of the Spanish word *comodidad*.

Chip

The word *chip* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *chip* comes from the Middle English in the 14th century

This word in English has two functions: as a noun or as a verb. The meaning of *chip* in English according to its function as a noun is: a very small piece of hard material in a computer or other device that contains many electronic circuits. Example: “ The memory *chip* is burnt.”

In Spanish, as we can see in the phrase taken from chart twelve, “Celular con TV y doble *chip*”, the word *chip* is used as a noun and its meaning within the context is: integrated circuit.

Chip has not suffered any changes at the morphological level. In both languages this word is written in the same way.

The word *chip* impoverishes our language because it is used instead of its Spanish equivalent, *circuito integrado*.

Clóset

The word *closet* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *closet* comes from the Middle English in the 14th century.

This word in English has different functions: as a noun, as an adjective or as a verb. The meaning of *closet* in English according to its function as a noun is: a usually small room that is used for storing things such as clothing, towels, dishes, etc. Example: “She has a *closet* full of new clothes.”

In Spanish, as we can see in the phrase taken from chart twelve, “Villa renovada, 3 dormitorios con *clóset*”, the word *clóset* is used as a noun and its meaning within the context is: embeded cupboard – *armario empotrado*.

This word has suffered changes at the morphological level. As we can see, its writing in English is *closet* and in Spanish it is *clóset*, with an accent mark in the letter a for a correct spelling.

The word *clóset* impoverishes our language because it is used instead of its Spanish equivalent, *armario empotrado*.

Comparative Analysis

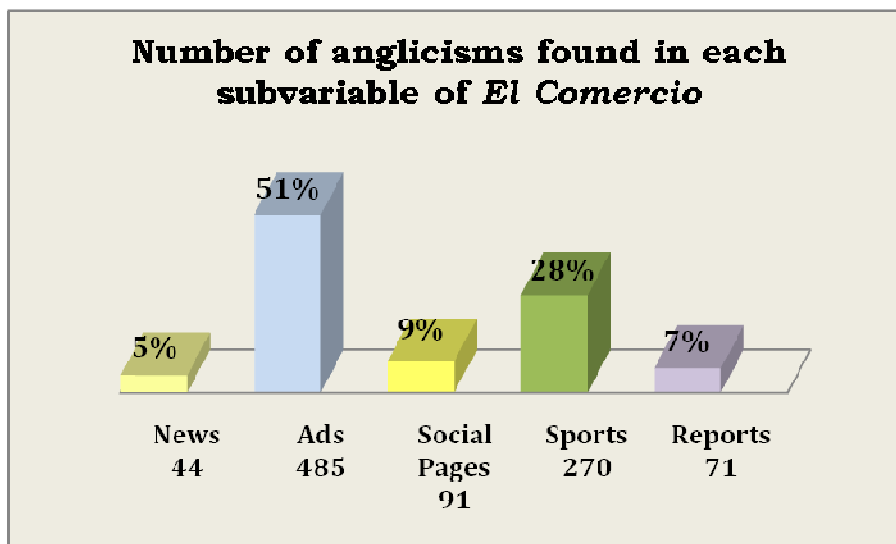
In this analysis, the sub variables news, ads, social pages, sports, and reports from each newspaper will be compared according to frequencies of occurrence and percentages obtained, which are outlined in the charts of the Result section.

Likewise, a second analysis was performed between the variables *El Comercio*, *La Randimpa* and *El Extra* taking as a reference the total number of anglicisms found in each variable.

To conclude, the anglicisms with the most repetitions and the anglicisms with the least repetition will be analysed to determine the possible reasons for these results.

National newspaper *El Comercio*

In this newspaper, the sub variable in which the greatest number of anglicisms appear is the Ads section with a frequency of 485 anglicisms that corresponds to 51% of the anglicisms found. In second place is the Sports section with 28%; followed by the Social Pages section with 9%. In fourth place is the Reports section with 7% and finally the News section with 5%.



In my opinion, these results were obtained because in this newspaper, the Ads section especially, is a section where a lot of people advertize their products; and in our country we give excessive value to the foreigner. We think that national products are of low quality and cheap. Also, sometimes words like “full” are understood better in English than in Spanish. If an automobile advertisement says “full equipo” people know that this is a car with extras, but if the same advertisement says “totalmente equipado” many people do not pay attention at first glance. In addition to this, it is important to mention that some advertisements are written totally in English, mostly when dealing with a professional service requirement for education centers or advertising jobs and services. These advertisements are directed exclusively to those persons who have a good command of the English language.

Examples:

“El Comercio”, Ads (19-10-09)

RENT rooms furnished private shower w/u-
ilities \$110 2505077

“El Comercio”, Ads (19-10-09)

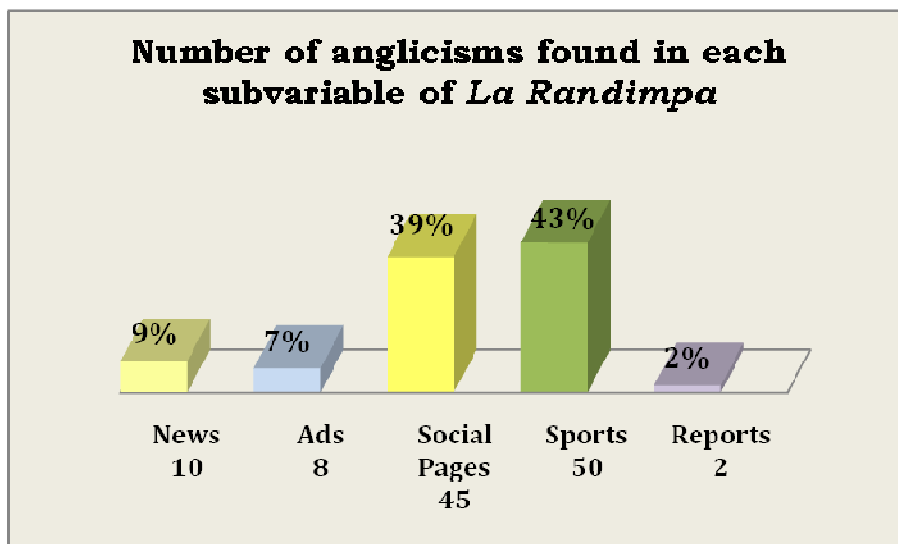
EQUINOCTIAL Touring needs Miss.
Telephonist for advertising and contacts
3300982

“El Comercio”, Ads (25-10-09)

YOUNG people who can speak english very
well full/part time living in Los Chillos is a
must. 2863-265

Local newspaper *La Randimpa*

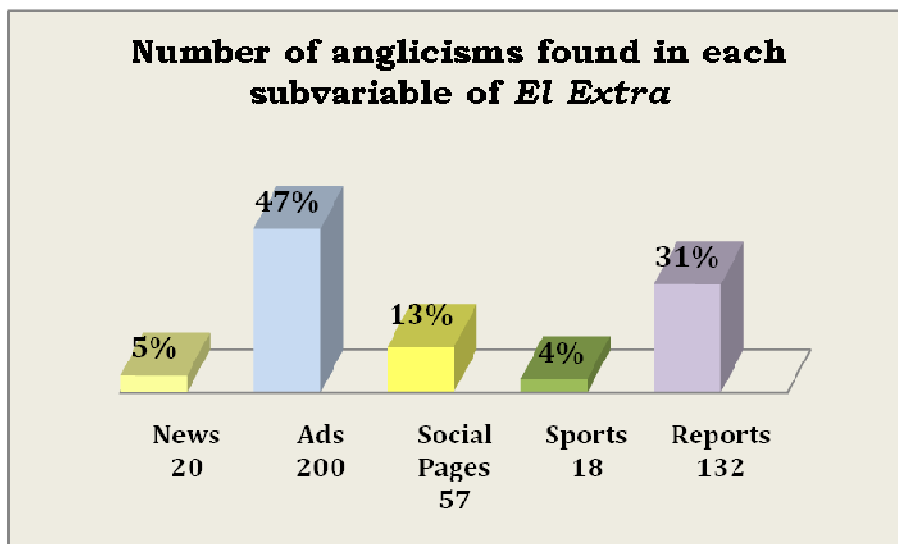
In this newspaper, the sub variable in which the greatest number of anglicisms appear is the Sports section with a frequency of 50 anglicisms that corresponds to 43% of the total anglicisms found. In second place is the Social Pages section with 39%, followed by the News section with 9%. In fourth place is the Ads section with 7% and finally, the Reports section with 2%.



This local newspaper *La Randimpa*, use more pages to write about sports than any other topics and the majority of the sports names are anglicisms. This newspaper also puts special emphasis in social events in which it uses many anglicisms like show, festival, baby shower, etc. Those are the reasons to find in this newspaper, a higher number of anglicisms in Sports and Social Pages sections. The News, Ads and Reports sections have a lower incidence of anglicisms because it is a new newspaper and it does not have a large number of readers yet.

Tabloid *El Extra*

In this newspaper, the sub variable in which the greatest number of anglicisms appear is the Ads section with a frequency of 200 anglicisms that corresponds to 47% of the total of anglicisms found. In second place is the Reports section with 31%, followed by the Social Pages section with 13%. In fourth place is the News section with 7% and finally, the Sports section with 4%.

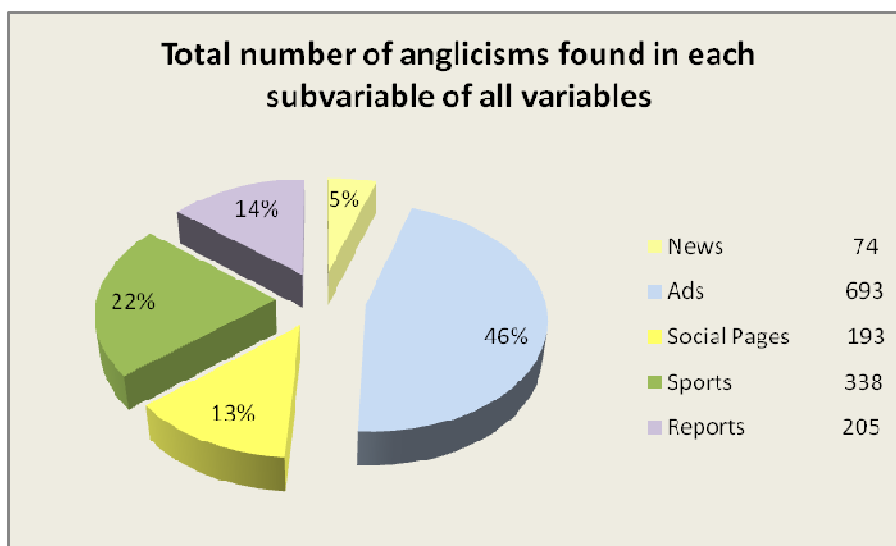


This is a newspaper characterized by its sensationalism. This newspaper puts special emphasis on lurid stories, accidents, murders, suicides, and crimes. This is the reason why one sees the same number of anglicisms in the Report section than in the Ads sections. This newspaper also includes photographs of a highly erotic content. In addition, this publication is geared to the masses because it is a relatively inexpensive newspaper. Therefore, many people advertize here.

Comparative analysis between total of subvariables of all variables.

In order to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used, I add the total of anglicisms of each subvariable from chart sixteen, seventeen and eighteen available in the Results section and I obtained the following results. I found in these three Ecuadorian newspapers a total of

1503 anglicisms. The section in which anglicisms are mostly used is Ads section with a frequency of 693 anglicisms which corresponds to 46% of the total. In second place is the Sports section with 338 anglicisms, 22%, followed by the Reports section with 205 anglicisms, 14%. In fourth place is the Social Pages section with 193 anglicisms, 13% and finally the News section with 74 anglicisms, 5%.



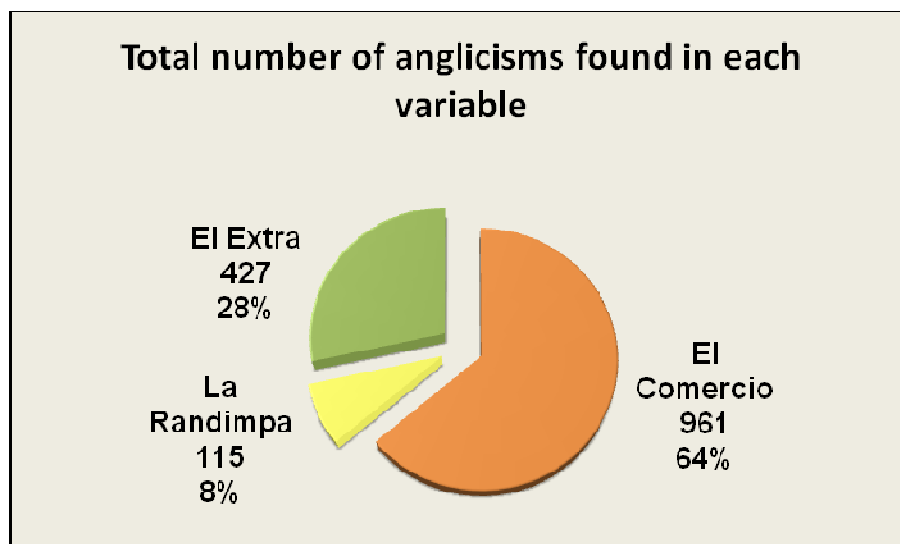
In relation to sports, we know that a lot of sports have been promoted by the United States. For that reason, the type of vocabulary used was in English. For example, fútbol from the English word football, and gol from the English word goal.

The news section has a lower number of anglicism because the language used is more formal than in the other sections especially in this newspaper because it has a conservative bent.

These results demonstrate a big similarity with those mentioned before confirming that in those sections the English language has a high level of influence.

Comparative analysis between variables.

With the purpose of establish the variable proposed in this research, in which anglicisms are mostly used, I compared the totals of chart sixteen, seventeen and eighteen with the total of chart nineteen from the Results section and I got the following results. The total of anglicisms found is 1503. The newspaper in which anglicisms are mostly used is *El Comercio* with a frequency of 961 anglicisms which corresponds to 63.9%. In second place is *El Extra* with 427 anglicisms, 28.4%. The newspaper with less amount of anglicisms is *La Randimpa* with a frequency of 115 anglicisms wich corresponds to 7.7%.



In my opinion, these results were obtained because *El Comercio* is a newspaper in which its Ads section has more pages than the Ads

section in the other newspapers. As a result of this research, Ads section is the subvariable with more incident of anglicisms. In consequence this is one of the reasons to find more anglicisms in this newspaper. Other factor could be the national coverage that *El Comercio* has, because ecuadorian and foreing people with different cultural levels read it and advertize in it.

Finally, as a result of this research, the anglicisms that have the highest frequencies are: *full* with a number of repetitons of (315), *fútbol* (143), *club* (117), and *gol* (79). Full is an anglicism used mostly in advertisements which are part of the Ads section. This is a section with a high frequency in *El Comercio* an important newspaper with more pages than the *La Randimpa* and *El Extra*. Fútbol, club, gol are borrowed sports terms and in this section the frequency of found anglicisms are also high.

There are many anglicisms that appear only one time. Some of these are: snack, shock, spam, swinger, thriller, trackpad, and underground. The possible reason for this low frequency is because they are anglicism that do not correspond to technology or to sports. These are anglicisms with an inconsequential use within this research.

Sociological Analysis

This analysis tries to determine the level of acceptance Ecuadorians have on the use of anglicisms in newspapers, as well as the cultural impact that the anglicisms cause to our society. This

analysis is performed using the opinions of interviewees and my opinion in relation to the results that I obtained through this investigation.

As a result of the opinions gathered throughout the interviews, I can say that the use of anglicisms has acceptance in the Ecuadorian society because people use them in many forms, such as, advertising products or services. Also, in daily life it is common to hear words such as *okay, brother, please, chance, chat, Internet, WEB, and blog*.

When somebody learns a new language they also acquire knowledge about such culture. This is a positive phenomenon, that gives us the opportunity to be global people, respectful and open to new cultures. Cultural confinement take us to isolation, but the excessive use of anglicisms can make our language lose its identity. When people start to use more anglicisms, the results of this are several changes at the language level and also in the culture. The cultural changes usually include modifications in the way of thinking and the loss of some values. This is reflected when people start to think that everything from other countries is better than from our own country.

Anglicisms impoverish our language when they are used indiscriminately. Many times, our young people, in particular, prefer to use anglicisms even if the Spanish language has an equivalent word that is more expressive and precise. For example: *bye* instead of “*adios*”, *look* instead of “*aspecto, imagen, apariencia*”.

But, an anglicism does not always impoverish the language because there is not a language which has all the words to name all things or to refer to all concepts. The best example we have is the naming of technological and scientific products and modern equipment.

In addition to this, we can say that most of the expressions which use anglicisms are understood by Spanish language readers.

Conclusions

- ❖ Our language has been influenced by a great amount of anglicisms as a consequence principally of, the new informatic technologies and the human movement like tourism, immigration and migration.
- ❖ This research demonstrates that the level of influence of the English language on the linguistic expressions used in Ecuadorian newspaper is relatively low, 0.3% approximately.
- ❖ 10% of the anglicisms analyzed have not been accepted by the Spanish Royal Academy of the Language, e.g. *full, mail, hot*.
- ❖ 90% of the anglicisms analyzed have been accepted by the Spanish Royal Academy of the Language, e.g. *show, récord, festival*.
- ❖ 96.7% of the anglicisms analyzed come from the Middle English.
- ❖ 40% of the anglicisms analyzed suffer changes at morphological level, e.g. *estrés – stress, líder – leader, récord – record*.
- ❖ 60% of the anglicisms analyzed do not suffer changes at morphological level, e.g. *full – full, hardware – hardware, set – set*.
- ❖ 66.7% of the anglicisms analyzed impoverish our language because they are used instead of equivalent words in Spanish.
- ❖ 33.3% of the anglicisms analyzed enrich our language because these words do not have equivalent words in Spanish.

- ❖ The words *full, fútbol, club, gol, Internet* are the most commonly used in newspaper material in Ecuador.
- ❖ This research demonstrates that Ads is the written section of Ecuadorian newspapers in which anglicisms are mostly used, and News is the section that has the least number of anglicisms.
- ❖ The interviewees have a high level of acceptance on the use of anglicisms in newspapers.
- ❖ The use of anglicisms changes the way of advertising in Ecuadorian newspapers.

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ANNEXES

Chart One

Variable: National Newspaper "El Comercio"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Two

Variable: National Newspaper "El Comercio"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Three

Variable: National Newspaper "El Comercio"

Subvariable: **Social Pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Four

Variable: National Newspaper "El Comercio"

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Five

Variable: National Newspaper "El Comercio"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Six

Variable: Local Newspaper "La Randimpa"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Seven

Variable: Local Newspaper "La Randimpa"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Eight

Variable: Local Newspaper "La Randimpa"

Subvariable: **Social pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Nine

Variable: Local Newspaper "La Randimpa"

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Ten

Variable: Local Newspaper "La Randimpa"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: **Ads**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: **Social pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Fourteen

Variable: Tabloid "El Extra"

Subvariable: **Reports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Fifteen

Variable: Tabloid "**El Extra**"

Subvariable: **Sports**

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author: Lina Y. Morales Rodas

Chart Sixteen

Variable: National Newspaper "**El Comercio**"

	Section	F	%
Anglicisms			
	Total		

Author: Lina Y. Morales Rodas

Chart Seventeen

Variable: Local Newspaper “La Randimpa”

	Section	F	%
Anglicisms			
	Total		

Author: Lina Y. Morales Rodas

Chart Eighteen

Variable: Tabloid “El Extra”

	Section	F	%
Anglicisms			
	Total		

Author: Lina Y. Morales Rodas

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word Repetition Number
TOTAL	

Author: Lina Y. Morales Rodas

ENTREVISTA

- ¿Qué entiende sobre anglicismos?
- ¿Cuáles cree que son los anglicismos más usados en la prensa escrita?
- ¿Considera que los anglicismos afectan al lenguaje? ¿De qué manera?
- ¿Cree usted que la población ecuatoriana está abierta y acepta los anglicismos como nuevas palabras incorporadas al lenguaje?
- En su opinión, ¿de qué manera afecta el uso de anglicismos a nuestro entorno cultural?
- Estima usted que la población está reemplazando palabras propias de nuestra lengua y cultura por palabras provenientes del habla inglesa?
- Según su criterio, ¿Qué cree que sucederá con el lenguaje y la incorporación de anglicismos?
- ¿Que factores considera Ud. que influyen en la intensificación del uso de anglicismos?