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

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CERTIFICATION

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CERTIFIES THAT:

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

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DEDICATION

I would like to dedicate this thesis to the person who has always believed in me, my mother Ana María. You are more than a hero to me. It is because of your sacrifice that I was able to complete my studies. Without your support, I wouldn't be where I am right now. Thank you for being with me through good and bad times. I love you!

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ABSTRACT

This investigation constitutes a descriptive analysis of anglicisms used in Ecuadorian newspapers. The research was conducted in the city of Cuenca, province of Azuay. For the sample, three variables were chosen: “El Universo”, “El Mercurio” and “El Extra”, which were collected for seven consecutive days. These represent a national, a local and a tabloid newspaper, respectively. After direct observation of the subvariables, which included news, ads, sports, reports and social pages, of each of the newspapers, a total of 2220 anglicisms were registered on the statistical charts.

Considering the data, profound linguistic and comparative analyses were completed. Furthermore, and in order to achieve the purpose of the sociological analysis, interviews were carried out. The gathered opinions brought me to the conclusion that because language is involved in communication and since, with the use of anglicisms a better comprehension of some articles can be achieved, then their usage does not seem harmful to our cultural identity, as long as these do not nullify the use of their Spanish equivalents. Finally, this topic will be subject of many investigations because of the controversy around the theme, which I believe is something not to fear, since anglicisms can be used to shorten the communication path without distorting its purpose.

INTRODUCTION

This research makes reference to a descriptive analysis of the anglicisms used in Ecuadorian newspapers, from three different levels of study. First, the linguistic level is described; it includes an etymological, a syntactic-semantic and a morphological analysis. The second level is comparative and it statistically analyzes the frequencies in use of anglicisms between three different kinds of newspapers. The third level is the sociological analysis, which refers to the criteria gathered in the interviews done to various individuals, who expressed their opinion over three aspects regarding anglicisms: acceptance and the impact on our native language and cultural identity.

During the investigation process, it was observed that the frequent use of anglicisms is evident in the studied newspapers. In addition, this research shows different evaluation criteria among their usage and acceptance, particularly when looking at cultural identity and the enrichment or impoverishment of the native language due to the use of anglicisms.

Regarding this issue, there have been some previous studies, which have been reviewed because of their strength and consistency. Thus the case of: “Spanglish: Un cóctel lingüístico” done by Ileana Torres Rojas; or “Los Anglicismos en el Español de América”, a work of Günther Haensch; and from Freddy O’Rea, “Spanglish a la

Monaguense”. All these studies shed concepts and positions that in some cases coincide but in others are completely opposite, which is a situation that has enriched this research.

Consequently, after reading prior studies, the importance of this investigation stands with more emphasis; basically, our country has no history of studies related to the use of anglicisms in Ecuadorian newspapers, which fall under the categories of national, local and tabloid. This fact opens up new research areas to be addressed in the near future.

For the development of this project many resources were used. One was the bibliographical material, which was consulted in order to make use of an adequate conceptual framework. Other techniques included direct observation of previously selected newspapers, as well as surveys to collect opinions from a group of people, who shared the characteristic of being either scholars in the subject of linguistics or assiduous readers.

All the work conducted in this research contains an implicit interest for achieving a degree; however, since it is a current issue in Ecuador, the strongest motivation focused on the opportunity to provide elements for a better understanding of the use of anglicisms in our environment. It should also be noted that during the course of the research, minor limitations were identified but successfully overcome. Among them, the difficulties that the environment presents

when it comes to accessing specialized texts and an initial resistance, of some people, towards being a subject for interview.

Regarding the objectives proposed the first one was to determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers.

This objective was accomplished through the surveys and the sociological analysis, where the generalized perception among the interviewees is that there seems to be a greater and progressive use of anglicisms in Ecuadorian newspapers. Moreover, with the direct observation of the variables and the quantitative tabulation, it was easy to determine that the national newspaper “El Universo” presented the highest number of anglicisms.

With respect to the second goal, it was to identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.

This second objective was achieved, and it is evidenced in the records obtained and classified in this paper.

As to the third objective, it was to do a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects.

Regarding this objective, all of the components were addressed through a profound linguistic analysis. This analysis allowed the

achievement of the goal and is now part of the Discussion section of this research.

The fourth aim was to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.

The objective was entirely fulfilled after the direct observation of the variables and subvariables. The results from this observation were respectively registered through the qualitative and quantitative tabulation charts. These charts evidenced that the Ads was the section where anglicisms appeared most frequently.

Finally, the last goal was to know the level of acceptance that Ecuadorians have as to the use of anglicisms in newspapers.

With the opinions gathered it was possible to accomplish this final aim and summarize those opinions in the sociological analysis. In the end, all the interviewees consented to the idea that anglicisms can help convey meaning in some articles. However, they also agreed upon the fact that it would be better not to use anglicisms if there is an exact Spanish equivalent. These facts conclude that there is a medium level of acceptance among Ecuadorians, towards the use of anglicisms in newspapers.

METHODOLOGY

Once the topic of this investigation was defined, the next step was to do a bibliographical research, which consisted of visiting university libraries and specialized bookstores. Information was also gathered from the Internet and indexed articles written by subject specialists were reviewed. For the field research, the selected sample consisted of three newspapers that responded to the categories of national, local and tabloid. These were collected for seven consecutive days. The papers review incorporated subvariables such as news, ads, social pages, sports and reports, which allowed a more accurate tracking and the statistical analysis in terms of frequency and percentages. Parallel to this, the interviews were implemented with the help of a questionnaire, which was previously developed in order to record the opinions of five regular readers and a linguist. Both the review of newspapers, as well as the compilation of opinions took place in the city of Cuenca.

The next step was to process the data collected from the newspapers. For this, the subvariables were carefully reviewed, yielding numbers that were tabulated and grouped. As a result, frequency charts with the corresponding percentages for the analysis were obtained.

Regarding the surveys, the process corresponded to the following plan: First, a questionnaire that had a direct relation to the

specific goals of the research was developed; then, a group of people to be consulted was selected, taking into account not only their profile, but their availability for an interview. To identify the assiduous readers, inquiries about individuals who daily read one or more newspapers were done, and in the case of the professional linguist, one of the most representative entities regarding academic and cultural features was taken into account, specifically the Director of *La Casa de la Cultura* in Cuenca. Some of the interviews were recorded, but there were also cases where the individuals preferred to respond in writing. Once the opinions were gathered, the criteria were revised and later incorporated into the analysis of this investigation. Only in very specific cases, a second interview was needed in order to clarify some concepts and positions that were not clear within the first survey.

Concerning the materials used during the research process, three newspapers were collected for seven consecutive days, which included “El Universo” (national), “El Mercurio” (local) and “El Extra” (tabloid). Furthermore, to collect the statistical data, qualitative and quantitative tabulation charts were utilized. In order to conduct the interviews, survey forms were designed and with the help of a tape recorder, the Internet and transcription sheets, the opinions of the respondents were registered. It is also important to recall that throughout the research process, a great amount of bibliographical material was consulted.

Finally, with all the collected sources, the data were organized. This allowed me to begin the process of analysis and to reach the final conclusions.

RESULTS

This section summarizes the field research done in Ecuador, through different charts, with the purpose of collecting data that will be helpful in the analysis of the use of anglicisms in the country's newspapers.

The research has been done through direct observation of the sample, which consisted of three Ecuadorian newspapers. The variables included: one national newspaper, one local newspaper and one tabloid, a total of three newspapers, which were collected for seven consecutive days.

In order to carry out this investigation, the following variables were chosen: El Universo as a national newspaper; El Mercurio as the local newspaper in Cuenca, where this study was held; and finally, El Extra as a tabloid. Each of the variables mentioned has a series of sub variables that have been clearly identified: news, ads, social pages, sports and reports. The following charts show, in an organized manner, both the qualitative and quantitative data gathered from the field investigation, which have been carefully classified and tabulated into the variables as well as into the sub variables.

Qualitative Tabulation

Chart One

Variable: National Newspaper El Universo

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Estándares	... los 3 estándares son sólidos...	2	Programa social para el cambio a televisión digital	27-10-09
Bares	... farmacias y bares ...	1	Obras pendientes de la av. del Bombero, en diciembre.	27-10-09
Web	... poner el informe en el portal web ...	1	Alcalde o delegado podrá adjudicar el contrato de basura	27-10-09
Bares	Los propietarios de los bares y centros nocturnos...	2	Sitios nocturnos recuperan horarios	27-10-09
Cómics	Torneos y exhibición de cómics desde hoy	3	Torneos y exhibición de comics desde hoy	27-10-09
Cosplay	Exhibición de cosplay (disfraces del personaje)	5	Torneos y exhibición de comics desde hoy	27-10-09
Covers	Quien realizará covers del juego	1	Torneos y exhibición de comics desde hoy	27-10-09
Gold	Un pase gold de \$25	1	Torneos y exhibición de comics desde hoy	27-10-09
Reality	Gerardo Mejía hará reality con Ecuavisa	2	Gerardo Mejía hará reality con Ecuavisa	27-10-09
Casting	... la convocatoria con un casting ...	1	Gerardo Mejía hará reality con Ecuavisa	27-10-09
Pop	Para intérpretes del género pop ...	1	Gerardo Mejía hará reality con Ecuavisa	27-10-09
Miss	Miss Fotogenia	2	María Fernanda Erazo es la nueva Reina del Cacao	27-10-09
Miss	En el certamen Miss Internacional	2	Ecuador en China	27-10-09

Líderes	... los líderes latinoamericanos	1	Correa deja Bélgica con críticas al desinterés de la UE por Latinoamérica	28-10-09
Link	... tenemos un link directo a ...	1	IESS aprueba afiliación de canillitas de diarios	28-10-09
Gay	Matrimonio gay	1	Fabricio: Que corrija o renuncie	28-10-09
Blogs	... demuestren como van a incorporar los blogs que se abren en internet...	1	Cordero: Concejo sobra en Ley de Comunicación	28-10-09
Bar	Charly García terminó la noche de música en el bar ...	3	Charly García terminó la noche de música en el bar Diva Nicotina	28-10-09
Show	... dispuesto a brindar el show	3	Charly García terminó la noche de música en el bar Diva Nicotina	28-10-09
Rock	Les voy a tocar un rock	4	Charly García terminó la noche de música en el bar Diva Nicotina	28-10-09
Hit	... volvió con su último hit ...	1	Charly García terminó la noche de música en el bar Diva Nicotina	28-10-09
Designer Book	Moda y arte fusionaron su belleza en el Designer Book	5	Moda y arte fusionaron su belleza en el Designer Book	28-10-09
Líderes	Decenas de líderes sociales...	1	Invasiones se incendia pero su promoción sigue	29-10-09
Mall	Mall tendrá otras áreas de negocios	7	Mall tendrá otras áreas de negocios	29-10-09
Business center	En el segundo nivel habrá un business center	1	Mall tendrá otras áreas de negocios	29-10-09
Shopping	Actualmente éste shopping	1	Mall tendrá otras áreas de negocios	29-10-09
Web	... recarga electrónica en la web ...	1	Porta añade servicio de compra de recargas	29-10-09
Robots	La exposición internacional de Robots en Tokio	8	iRex 2009	29-10-09
Pimpón	... que juega al <i>(cont.)</i>	1	iRex 2009	29-10-09

	pimpón			
Stands	Más de 60 stands fueron ubicados	1	Feria de la cosecha en Rocafuerte	30-10-09
Miss	... convertirse en Miss Ecuador...	2	La Miss Ecuador lleva donaciones a Manabí	30-10-09
Covers	Unos son covers y otros inéditos	1	Mirela Minervi en dos escenarios	30-10-09
Reggaetón	Reggaetón	1	Ex integrante de Erre XI ahora es solista	30-10-09
Shows	... como parte de los shows ...	1	Ex integrante de Erre XI ahora es solista	30-10-09
Show	Show concierto en Lima	1	Beyoncé	30-10-09
Reggaetón	El grupo de reggaetón ...	2	Hoy llegaron los primeros artistas de la Teletón	30-10-09
Hip hop	La fusión de house y hip hop	1	Hoy llegaron los primeros artistas de la Teletón	30-10-09
House	La fusión de house y hip hop	1	Hoy llegaron los primeros artistas de la Teletón	30-10-09
Bypass	... por la colocación de un bypass en la cooperativa...	1	Interagua hará cortes en el norte y sur por obras	30-10-09
Shock	... por el shock no atinaba a obedecer...	1	En el Malecón sigue el origen de los express	1-12-09
Web	... en la página web ...	1	CNJ pide retiro de la inmunidad a Jorge Escala	1-12-09
Club	Forma parte del Club de Poesía...	1	Estudiantes arrancaron aplausos y suspiros en el Festival del Piropo	1-12-09
Flirteado	... después de haber flirteado con Zelaya.	1	Porfirio Lobo pide a comunidad internacional que lo reconozca	1-12-09
Gay	... matrimonio gay entre Alex y José María...	3	Jueza anuló fallo que permitía boda gay	1-12-09
Flashes	Flashes	2	Flashes	1-12-09
Drag queen	... coreógrafo de la artista, es drag queen	1	Flashes	1-12-09

Filme	Filme taiwanés premiado	2	Flashes	1-12-09
Web	Información de tierras y obras en web	2	Información de tierras y obras en web	2-12-09
punkeros	Punkeros y artistas marcharon...	1	El ecuatoriano Samper tomó alternativa en exitosa jornada taurina	2-12-09
Ranking	... señaló que este ranking de las provincias...	1	Esmeraldas, a la cola en educación	2-12-09
Gay	... primer matrimonio gay de América Latina...	1	Pareja homosexual no pudo casarse	2-12-09
Nightclub	Su cadáver fue hallado por el nightclub ...	1	Matan a conductor de Taxi Amigo	2-12-09
Flashes	Flashes	1	Flashes	2-12-09
Soundtrack	... reconocido por su trabajo en soundtracks ...	1	A beneficio infantil	2-12-09
Blogs	... un registro es complicado por casos como los blogs ...	1	Acosta: No hay que archivar ley, si las posturas que frenan debate	3-12-09
Robot	... a mover los dedos robot	2	Crean mano artificial que se controla mentalmente	3-12-09
Gay	Nueva York votó contra matrimonio gay	2	Nueva York votó contra matrimonio gay	3-12-09
Tráiler	... el tráiler que lo arrastro...	3	Motorizado se calcinó en carretera	3-12-09
Filmes	Filmes de conciertos	1	Mötley Crüe y Manson en Maestros del Rock	3-12-09
Rock	El cantante de rock ...	4	Mötley Crüe y Manson en Maestros del Rock	3-12-09
Web	Jackson lidera búsquedas en web	1	Jackson lidera búsquedas en web	3-12-09
Reality	... la estrella de un programa de reality ...	1	Jackson lidera búsquedas en web	3-12-09
filme	... la estrella del filme ...	1	Jackson lidera búsquedas en web	3-12-09
On-line	Las búsquedas (cont.)	1	Jackson lidera	3-12-09

	on-line		búsquedas en web	
Sánduches	Que va a contar con sánduches y snacks (aperitivos)	1	Sabor francés el Bankers Club	3-12-09
Snacks	Que va a contar con sánduches y snacks (aperitivos)	1	Sabor francés el Bankers Club	3-12-09
Coctel	... trajes de coctel...	1	París exhibe fabulosa colección de Audrey Hepburn antes de su venta	3-12-09
Filme	En ese filme , realizado por...	2	París exhibe fabulosa colección de Audrey Hepburn antes de su venta	3-12-09
Reggaetón	Le sigue el dúo de reggaetón	1	Grupo Aventura con siete nominaciones	3-12-09
Rock	... de música pop, rock...	1	Grupo Aventura con siete nominaciones	3-12-09
Pop	... de música pop , rock...	1	Grupo Aventura con siete nominaciones	3-12-09
Flashes	Flashes	1	Flashes	3-12-09
Reggaetón	Las estrellas de reggaetón	1	Flashes	3-12-09

Author: Paula Ortega Preti

Chart Two

Variable: National Newspaper El Universo

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Club	... Club social.	2	Real Estate	27-10-09
Jacuzzi	...3 dormitorios, patio, jacuzzi	2	Real Estate	27-10-09
Full	Alquilo casa full con piscina	5	Real Estate	27-10-09
Volley	... con cancha de volley...	1	Real Estate	27-10-09
Penthouse	Alquilo Penthouse...	1	Real Estate	27-10-09

Tennis	Cancha de tennis	1	Real Estate	27-10-09
Business center	Arriendo en Business Center 2 locales	1	Real Estate	27-10-09
Shopping	... cerca al mar y shopping...	1	Real Estate	27-10-09
Full	BMW full mantenimiento	74	Automobile	27-10-09
Tuning	Parlantes tuning	1	Automobile	27-10-09
Airbag	... con airbag...	1	Automobile	27-10-09
Estándar	...motor reparado estándar...	1	Automobile	27-10-09
Sunroof	Asientos de cuero y sunroof	2	Automobile	27-10-09
transfers	Para viajes de turismo, transfers...	1	Automobile	27-10-09
City tours	Alquilo furgonetas para city tours	1	Automobile	27-10-09
Call center	Personal para call center	3	Jobs and services	27-10-09
Sanwiches	... con especialidad en sanwiches...	1	Jobs and services	27-10-09
Bar	Bar necesita...	1	Jobs and services	27-10-09
Show	Show bailable	1	Opportunities and services	27-10-09
Discjockey	Discjockey profesional	3	Opportunities and services	27-10-09
Whisky	... cajas de whisky...	1	Opportunities and services	27-10-09
CD	... equipos, CD, ...	1	Opportunities and services	27-10-09
Blackouts	Cortinas romanas, blackouts , de bambú	1	Opportunities and services	27-10-09
Pedigree	Todos con pedigree	4	Animals	27-10-09

Ticket	\$117más ticket	1	Opportunities and services	27-10-09
City tour	Incluye un city tour	1	Opportunities and services	27-10-09
Self service	Vendo sillas, mesas, self service...	1	Opportunities and services	27-10-09
LCD	Buen precio por LCD	4	Opportunities and services	27-10-09
Laptop	Reparación de laptop	9	Opportunities and services	27-10-09
Software	Desarrollamos software , páginas web	1	Opportunities and services	27-10-09
Web	Desarrollamos software, páginas web	1	Opportunities and services	27-10-09
Stress	Masajes anti- stress	3	Opportunities and services	27-10-09
Penthouse	De oportunidad un penthouse , dos suites	2	Real Estate	28-10-09
Resort	Alquilo departamento en Resort de lujo	1	Real Estate	28-10-09
Jacuzzi	... dormitorios, jacuzzi...	6	Real Estate	28-10-09
Family room	4 dormitorios, family room	1	Real Estate	28-10-09
Club	... privada con Club social...	3	Real Estate	28-10-09
Tennis	Con canchas de tennis	2	Real Estate	28-10-09
Lobby	Lobby doble altura	1	Real Estate	28-10-09
Full	Preciosa full amoblada	9	Real Estate	28-10-09
Sunroof	Full equipo, sunroof	1	Automobile	28-10-09

Full	Full equipada	72	Automobile	28-10-09
Tuning	Con parlantes tuning	1	Automobile	28-10-09
Airbag	Con airbag	1	Automobile	28-10-09
Estándar	Motor reparado estándar	1	Automobile	28-10-09
Tráiler	Conductores de tráiler	2	Jobs and services	28-10-09
Sanwiches	Para elaboración de sanwiches	1	Jobs and services	28-10-09
Discjockey	Necesito discjockey	1	Jobs and services	28-10-09
Bar	Para atender un bar	1	Jobs and services	28-10-09
Discjockey	Discjockey profesional	5	Opportunities and services	28-10-09
LCD	Reparamos LCD	5	Opportunities and services	28-10-09
DVD	Con DVD	2	Opportunities and services	28-10-09
Laptop	Vendo laptop	8	Opportunities and services	28-10-09
Blackouts	Cortinas romanas, blackouts...	1	Opportunities and services	28-10-09
Pedigree	Con pedigree	3	Opportunities and services	28-10-09
Club	Con canchas y Club social	10	Real Estate	29-10-09
Jacuzzi	Con piscina, jacuzzi...	9	Real Estate	29-10-09
Full	Full amoblado	15	Real Estate	29-10-09
Penthouse	De oportunidad Penthouse	3	Real Estate	29-10-09
Tennis	Canchas de tennis	3	Real Estate	29-10-09
Business Center	Alquilo 2 locales en Business Center	1	Real Estate	29-10-09

Family room	4 dormitorios, family room	1	Real Estate	29-10-09
BBQ	Canchas, zona de BBQ	1	Real Estate	29-10-09
Closets	Closets nuevos	1	Real Estate	29-10-09
Lobby	Lobby doble altura	1	Real Estate	29-10-09
Resort	De oportunidad en resort 2 departamentos	1	Real Estate	29-10-09
Indoor	Con cancha de... indoor	1	Real Estate	29-10-09
Fútbol	Con cancha de... fútbol	1	Real Estate	29-10-09
volleyball	Con cancha de... volleyball	1	Real Estate	29-10-09
Full	Carros full equipados	68	Automobile	29-10-09
Sunroof	Con ventana sunroof	2	Automobile	29-10-09
Transfers	Alquilamos para transfers	2	Automobile	29-10-09
CD	Con CD y DVD	1	Automobile	29-10-09
DVD	Con CD y DVD	1	Automobile	29-10-09
Call center	Personal para call center	5	Jobs and services	29-10-09
Sándwich	Chef para preparar sándwich	1	Jobs and services	29-10-09
Bar	Señorita para atención en bar	1	Jobs and services	29-10-09
Marketing	Ing. en Marketing	9	Jobs and services	29-10-09
Coach	Coach en ventas	1	Jobs and services	29-10-09
Jeans	Que sepa coser jeans	1	Jobs and services	29-10-09
Telemarketing	Personal para telemarketing	2	Jobs and services	29-10-09

Lunch	Beneficios más lunch , transporte...	1	Jobs and services	29-10-09
Hostess	Se necesita hostess	1	Jobs and services	29-10-09
Líder	Empresa líder busca...	1	Jobs and services	29-10-09
Show	Show de payasos	1	Opportunities and services	29-10-09
Discjockey	Animamos fiestas, discjockey , luces	4	Opportunities and services	29-10-09
Whisky	Cajas de whisky de venta	1	Opportunities and services	29-10-09
CD	Venta de CD	2	Opportunities and services	29-10-09
Blackout	Cortinas romanas, blackouts , de bambú	1	Opportunities and services	29-10-09
Laptop	Reparamos laptop , DVD, LCD	11	Opportunities and services	29-10-09
DVD	Reparamos laptop, DVD , LCD	9	Opportunities and services	29-10-09
LCD	Reparamos laptop, DVD, LCD	6	Opportunities and services	29-10-09
Hotdogs	Fiestas infantiles, payasos, hotdogs	1	Opportunities and services	29-10-09
Jacuzzi	Piscinas, jacuzzi ...	1	Opportunities and services	29-10-09
Full	Full amoblada	2	Opportunities and services	29-10-09
Líder	Empresa líder	2	Opportunities and services	29-10-09
Bar	Vendo bar ...	2	Opportunities and services	29-10-09
Minimarket	Vendo minimarket ...	4	Opportunities and services	29-10-09
Motel	De oportunidad motel	1	Opportunities and services	29-10-09

Split	Reparamos aire acondicionado, Split	2	Opportunities and services	29-10-09
Ticket	\$117 más ticket	2	Opportunities and services	29-10-09
Charter	Vuelo charter	1	Opportunities and services	29-10-09
Container	Container	2	Opportunities and services	29-10-09
Pedigree	Cachorros con pedigree	5	Opportunities and services	29-10-09
Básquet	Se fabrica tableros de básquet	1	Opportunities and services	29-10-09
Long play	Pasamos de cassettes y long play a CD	3	Opportunities and services	29-10-09
Mainboard	Servicio de mantenimiento LCD, laptop, mainboard	1	Opportunities and services	29-10-09
Software	Instalamos software	1	Opportunities and services	29-10-09
hardware	Reparamos hardware	1	Opportunities and services	29-10-09
Sánduches	Sánduches del flaco	2	Opportunities and services	29-10-09
Full	... full amoblado...	7	Real Estate	30-10-09
Jacuzzi	Piscina, jacuzzi	7	Real Estate	30-10-09
Walking	4 dormitorios, walking y family room	1	Real Estate	30-10-09
Family room	4 dormitorios, walking y family room	1	Real Estate	30-10-09
Club	Casa Club ...	1	Real Estate	30-10-09
BBQ	Piscina, BBQ	1	Real Estate	30-10-09
Penthouse	Penthouse , full equipado	1	Real Estate	30-10-09

Full	Kia full equipo	49	Automobile	30-10-09
Sunroof	Full cuero, sunroof	3	Automobile	30-10-09
Records	Abogado, records...	1	Jobs and services	30-10-09
Hardware	A usuarios y hardware	1	Jobs and services	30-10-09
Marketing	Venta o Marketing	1	Jobs and services	30-10-09
Call center	Personal para call center	4	Jobs and services	30-10-09
Chip	Chips de porta	2	Jobs and services	30-10-09
Sportman	Con licencia sportman	1	Jobs and services	30-10-09
Jeans	Con experiencia cociendo jeans	1	Jobs and services	30-10-09
Discjockey	Necesito discjockey profesional	5	Jobs and services	30-10-09
Market	Personal para atender Market	1	Jobs and services	30-10-09
Bar	Mesera para bar	1	Jobs and services	30-10-09
Lunch	Beneficios sociales, lunch	1	Jobs and services	30-10-09
Show	Show mágico	1	Opportunities and services	30-10-09
Web	Página web	1	Opportunities and services	30-10-09
Plotter	Vendo plotter	1	Opportunities and services	30-10-09
Split	Aire acondicionado, Split	3	Opportunities and services	30-10-09
Blackouts	Cortinas tipo romanas y blackouts...	1	Opportunities and services	30-10-09
Pedigree	Mascotas con pedigree	1	Opportunities and services	30-10-09
LCD	Televisor LCD	2	Opportunities and services	30-10-09

Laptop	Vendemos y reparamos laptops	6	Opportunities and services	30-10-09
Full	... full amoblado...	5	Real Estate	1-12-09
Jacuzzi	Piscina, jacuzzi	5	Real Estate	1-12-09
Walking	4 dormitorios, walking y family room	1	Real Estate	1-12-09
Family room	4 dormitorios, walking y family room	1	Real Estate	1-12-09
Club	Casa Club ...	1	Real Estate	1-12-09
BBQ	Piscina, BBQ	1	Real Estate	1-12-09
Penthouse	Penthouse , full equipado	1	Real Estate	1-12-09
Full	Kia full equipo	45	Automobile	1-12-09
Sunroof	Full cuero, sunroof	2	Automobile	1-12-09
Records	Abogado, borro records ...	1	Jobs and services	1-12-09
Hardware	A usuarios y hardware	1	Jobs and services	1-12-09
Marketing	Venta o Marketing	2	Jobs and services	1-12-09
Call center	Personal para call center	2	Jobs and services	1-12-09
Chip	Chips de porta	2	Jobs and services	1-12-09
Sportman	Con licencia sportman	1	Jobs and services	1-12-09
Jeans	Con experiencia cociendo jeans	1	Jobs and services	1-12-09
Discjockey	Necesito discjockey profesional	3	Jobs and services	1-12-09
Market	Personal para atender Market	1	Jobs and services	1-12-09
Bar	Mesera para bar	1	Jobs and services	1-12-09
Lunch	Beneficios (cont.)	1	Jobs and services	1-12-09

	sociales, lunch			
Show	Show mágico	1	Opportunities and services	1-12-09
Web	Página web	1	Opportunities and services	1-12-09
Plotter	Vendo plotter	1	Opportunities and services	1-12-09
Split	Aire acondicionado, Split	3	Opportunities and services	1-12-09
Pedigree	Mascotas con pedigree	2	Opportunities and services	1-12-09
Laptop	Vendemos y reparamos laptops	6	Opportunities and services	1-12-09
Full	... departamento full amoblado...	3	Real Estate	2-12-09
Club	Con Club social	2	Real Estate	2-12-09
Tennis	... y canchas de tennis	1	Real Estate	2-12-09
Jacuzzi	Piscina, jacuzzi	3	Real Estate	2-12-09
Lobby	...con lobby alto	1	Real Estate	2-12-09
Shopping	... cerca al shopping y al mar	1	Real Estate	2-12-09
Full	Kia full equipo	52	Automobile	2-12-09
Sunroof	Full cuero, sunroof	2	Automobile	2-12-09
Call center	Personal para call center	4	Jobs and services	2-12-09
Software	Trabajamos con software propio	1	Jobs and services	2-12-09
telemarketing	Señoritas para telemarketing	1	Jobs and services	2-12-09
Discjockey	Discjockey profesional	2	Opportunities and services	2-12-09
Show	Show navideño	2	Opportunities and services	2-12-09

Web	Diseño de web	2	Opportunities and services	2-12-09
Banners	Gigantografias y banners	1	Opportunities and services	2-12-09
Minimarket	Vendo muebles para minimarket	1	Opportunities and services	2-12-09
Bar	Equipos para bar	1	Opportunities and services	2-12-09
LCD	Pantalla LCD	2	Opportunities and services	2-12-09
DVD	De venta DVD	1	Opportunities and services	2-12-09
New	Laptop New , de paquete	1	Opportunities and services	2-12-09
Laptop	Laptop New, de paquete	2	Opportunities and services	2-12-09
Chip	Viene con doble chip	1	Opportunities and services	2-12-09
Pedigree	Perrita con pedigree	1	Animals	2-12-09
Full	... departamento full amoblado...	4	Real Estate	3-12-09
Club	Con Club social	2	Real Estate	3-12-09
Tennis	... y canchas de tennis	1	Real Estate	3-12-09
Jacuzzi	Piscina, jacuzzi	2	Real Estate	3-12-09
Lobby	...con lobby alto	1	Real Estate	3-12-09
Shopping	... cerca al shopping y al mar	1	Real Estate	3-12-09
Full	Kia full equipo	53	Automobile	3-12-09
Sunroof	Full cuero, sunroof	2	Automobile	3-12-09
Call center	Personal para call center	6	Jobs and services	3-12-09
Software	Trabajamos con software propio	1	Jobs and services	3-12-09

telemarketing	Señoritas para telemarketing	1	Jobs and services	3-12-09
Discjockey	Discjockey profesional	2	Opportunities and services	3-12-09
Show	Show navideño	2	Opportunities and services	3-12-09
Web	Diseño de web	2	Opportunities and services	3-12-09
Banners	Gigantografías y banners	1	Opportunities and services	3-12-09
Minimarket	Vendo muebles para minimarket	2	Opportunities and services	3-12-09
Bar	Equipos para bar	1	Opportunities and services	3-12-09
Fax	De oportunidad copiadora y fax	1	Opportunities and services	3-12-09
LCD	Pantalla LCD	3	Opportunities and services	3-12-09
DVD	De venta DVD	1	Opportunities and services	3-12-09
New	Laptop New , de paquete	1	Opportunities and services	3-12-09
Laptop	Laptop New, de paquete	2	Opportunities and services	3-12-09
Chip	Viene con doble chip	1	Opportunities and services	3-12-09
Pedigree	Perrita con pedigree	1	Animals	3-12-09
Pie	Pie de limón, cereza y nuez	1	Food and social services	3-12-09

Author: Paula Ortega Preti

Chart Three

Variable: National Newspaper El Universo

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Filme	El filme estableció un récord	1	Una inmortal lucha de amor	27-10-09
Récord	El filme estableció un récord	1	Una inmortal lucha de amor	27-10-09
Blogs	Gente y blogs	1	El top 5	27-10-09
Videoblogger	El videoblogger logró tener un millón de visitas	1	El top 5	27-10-09
Clip	Por titular su clip	1	El top 5	27-10-09
Hit	Hit de Beyonce...	1	El top 5	27-10-09
Top	El top 5	1	El top 5	27-10-09
Filme	Dos galardones para filme de Ecuador	1	Un día como hoy	28-10-09
Show	... antes del show ...	3	Los Miño Naranjo, un dúo auténticamente ecuatoriano	28-10-09
Off	Douglas Argüello no solo es la voz en "off"	2	Douglas Argüello no solo es la voz en "off"	29-10-09
Líder	Chávez quiere convertirse en líder del socialismo mundial	2	Chávez quiere convertirse en líder del socialismo mundial	29-10-09
Bar	... mientras cae la noche en un bar ...	1	Historia y arte solo con Natura	29-10-09
Filmes	Ahí se proyectan filmes con temáticas...	1	Historia y arte solo con Natura	29-10-09
Tips	... difundió (<i>cont.</i>)	1	Historia y arte solo	29-10-09

	tips de cocina...		con Natura	
DVD	... series favoritas en DVD ...	1	Perdidos en la repetición	29-10-09
Líderes	... para que aparezcan esos líderes ...	1	Trato de motivar la discusión	29-10-09
Crack	... se ha denominado la Generación del crack	1	Trato de motivar la discusión	29-10-09
Líder	El líder compró...	6	Guayaquil, cercada por un imparable caos habitacional	29-10-09
Breaker	Como no tienen medidores, carecen de breakers	1	Guayaquil, cercada por un imparable caos habitacional	29-10-09
Web	... en su batalla contra la web gratis...	12	Guerra contra la web	29-10-09
Robots	... prohibir el acceso a su sitio a los robots de indexación...	1	Guerra contra la web	29-10-09
Bloguero	El bloguero Español Enrique Dans...	2	Guerra contra la web	29-10-09
Geek	Para un geek como Messina, todo esto lleva a la “supresión de los URL”	1	Guerra contra la web	29-10-09
URL	Para un geek como Messina, todo esto lleva a la “supresión de los URL ”	1	Guerra contra la web	29-10-09
Disempowerment	... fuertes tendencias a la centralización y supresión del poder (Disempowerment)	1	Guerra contra la web	29-10-09
End-to-end	... que el sistema actual, en el cual la periferia es (<i>cont.</i>)	1	Guerra contra la web	29-10-09

	libre (End-to-end), nos da.			
Top	El top 5	1	El top 5	30-10-09
Web	5 de los sitios web	2	El top 5	30-10-09
Reality	Gerardo Mejía buscará voces con nuevo reality	3	Gerardo Mejía buscará voces con nuevo reality	30-10-09
Hip hop	Interpretes de hip hop y pop	2	Gerardo Mejía buscará voces con nuevo reality	30-10-09
Pop	Interpretes de hip hop y pop	2	Gerardo Mejía buscará voces con nuevo reality	30-10-09
Show	Disfrutan del show más que la gente...	1	Pasus 3 llega con "Wachendó"	30-10-09
Silver	Las entradas son silver a \$45 y \$60 golden box	1	Pasus 3 llega con "Wachendó"	30-10-09
Golden box	Las entradas son silver a \$45 y \$60 golden box	1	Pasus 3 llega con "Wachendó"	30-10-09
CD	En la portada del CD aparecen...	2	"Alégrate es Navidad", con muchas voces	30-10-09
Covers	Los restantes son covers ...	1	"Alégrate es Navidad", con muchas voces	30-10-09
Shock	Heridas... que significaron un shock hemorrágico	1	Víctor Jara tendrá un funeral 36 años después de muerto	30-10-09
Show	... disfrutaron del corto show del grupo...	1	Cinco chicos "casi ángeles llegaron a Guayaquil"	30-10-09
Pop	La agrupación argentina de pop	2	Cinco chicos "casi ángeles llegaron a Guayaquil"	30-10-09
Mall	... la empecé a buscar por todo el mall ...	2	No toda alerta de peligro que llega por internet (<i>cont.</i>)	30-10-09

			es verdad	
E-mail	... escribió un e-mail pidiendo...	1	No toda alerta de peligro que llega por internet es verdad	30-10-09
Marketing	Patricia Jaramillo, gerente de Marketing	1	No toda alerta de peligro que llega por internet es verdad	30-10-09
Top	El top 5	1	El top 5	1-12-09
Hits	Hits	1	El top 5	1-12-09
Web	Un reporte de su web	1	El top 5	1-12-09
Filme	Parte del soundtrack del filme	1	El top 5	1-12-09
soundtrack	Parte del soundtrack del filme	1	El top 5	1-12-09
Covers	Pequeñas bandas haciendo covers	1	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Rock	Música rock	2	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Pop rock	Celebró el repaso al pop rock	2	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Show	Show musical	2	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Jazz	Cantante de jazz	1	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Cool	Santiago Estrada muy cool , tocando guitarra	1	Grupo backtrack en el Teatro Centro de Arte	1-12-09
Flash	...como ojos y un flash en el pecho...	1	"Tierra de gigantes" en la Febres Cordero	2-12-09

Robot	... con su robot de la serie...	1	“Tierra de gigantes” en la Febres Cordero	2-12-09
Stands	40 stands que ofrecían información	1	Lucha contra el sida	2-12-09
Web	... dijo en la página web de éste organismo...	1	U. Guayaquil cumplió 142 años	2-12-09
Chat	Directamente desde el mail o chat	4	Google Wave, todo lo que debe saber	2-12-09
Web	A través de su página web	2	Google Wave, todo lo que debe saber	2-12-09
Mail	Directamente desde el mail o chat	3	Google Wave, todo lo que debe saber	2-12-09
e-mail	... almacenar charlas, e-mails y temas de discusión	1	Google Wave, todo lo que debe saber	2-12-09
On-line	... pero hay que estar on-line todo el día...	2	Google Wave, todo lo que debe saber	2-12-09
Bloguero	Niamo es un analista de sistemas y bloguero ...	2	Google Wave, todo lo que debe saber	2-12-09
Record	... promete romper records .	1	Google Wave, todo lo que debe saber	2-12-09
Tippear	... pueden tippear sus respuestas...	3	Google Wave, todo lo que debe saber	2-12-09
Software	El software podrá reconocer...	1	Google Wave, todo lo que debe saber	2-12-09
Top	El top 5	1	El top 5	2-12-09
Web	Cinco sitios web	3	El top 5	2-12-09
Webmaster	Bajo la programación del webmáster Oscar...	1	Cultura en revista “Miratú!”	2-12-09
Website	... fue un website con variada actividad...	1	Cultura en revista “Miratú!”	2-12-09

E-mails	... envía información a los e-mails ...	1	Cultura en revista "Miratú!"	2-12-09
Bar	Los antisociales inspeccionaron el bar ...	1	Ladrones maniataron a 2 personas y se llevaron \$7000 de dispensario	3-12-09
piercing	... tenía un piercing en la lengua...	1	Encuentran cadáver embalado bajo un puente Perimetral	3-12-09
Jeans	... los jeans desgastados...	2	Las nuevas muñecas que están de moda	3-12-09
Web	... y calendarios sociales en la web ...	1	Las nuevas muñecas que están de moda	3-12-09
On-line	... pequeños boletos que permiten entrar on-line .	1	Las nuevas muñecas que están de moda	3-12-09
Surf	... visitó tiendas de surf locales...	1	Las nuevas muñecas que están de moda	3-12-09
Looks	Aún cuando los looks y accesorios podría reflejar...	1	Las nuevas muñecas que están de moda	3-12-09
Top	El top 5	1	El top 5	3-12-09
Filme	... participó en el filme ...	1	El cantante Joaquín Torres también ama la actuación	3-12-09
Rock	Está enamorado del rock ...	1	El cantante Joaquín Torres también ama la actuación	3-12-09
Rock and roll	24 características inspiradas en la música rock and roll	2	24 características inspiradas en la música rock and roll	3-12-09

Author: Paula Ortega Preti

Chart Four

Variable: National Newspaper El Universo

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
Web	... páginas web	1	Feria de ciencias	27-10-09
Cupcakes	Un taller de... cupcakes...	1	Repostería	27-10-09
Show	Show tropical	8	Agenda de fin de semana	27-10-09
Discjockeys	También un grupo de discjockeys	1	Agenda de fin de semana	27-10-09
Miss	... elección de Miss tanga...	1	Agenda de fin de semana	27-10-09
Rock	.. música rock...	1	Agenda de fin de semana	27-10-09
Miss	Miss Cultura	3	Andrea León Lazo	28-10-09
Designer Book	Se realizó la primera edición del Designer Book...	2	Designer Book 2009	29-10-09
Show	Show sorpresa en la Escuela Politécnica	2	Agenda lunes	30-10-09
Bar	... un bar que inaugura esta noche...	2	Danilo Rosero , del canto al bar La Hueca	2-12-09
e-mail	Informes al e-mail	3	La Agenda	3-12-09
Kit	... con el kit de protección para agricultores...	1	Programa preocupados por su salud	3-12-09

Author: Paula Ortega Preti

Chart Five

Variable: National Newspaper El Universo

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Masters	... se convirtió en el primer eliminado del Masters de Londres...	2	Polideportivo	27-10-09
Jonrones	... pegó 28 jonrones e impulsó 99 carreras...	1	Polideportivo	27-10-09
Karting	... campeonato provincial de karting ...	3	Carmona ganó 5 ^a válida de karting	27-10-09
Club	... mientras el Karting Club invita a ...	1	Carmona ganó 5 ^a válida de karting	27-10-09
Sprint	... al ganar la sexta etapa del giro con un sprint ...	1	Argentino Díaz ganó 6 ^a etapa de la Vuelta	27-10-09
Líder	... a 20 segundos del tiempo del líder ...	6	Argentino Díaz ganó 6 ^a etapa de la Vuelta	27-10-09
Fútbol	... con las pruebas de ... fútbol , voleibol...	1	Todo listo para los XV Juegos Sudamericanos	27-10-09
Voleibol	... con las pruebas de ... fútbol, voleibol ...	1	Todo listo para los XV Juegos Sudamericanos	27-10-09
Rating	... para que no baje el rating ...	1	Lo que escuchamos en Ecuador	27-10-09
Fútbol	... directivos del fútbol nacional...	3	Lo que escuchamos en Ecuador	27-10-09
Show	Entró en el (<i>cont.</i>)	1	Lo que escuchamos en	27-10-09

	show el nombre de...		Ecuador	
Club	Club que en ese momento era rival...	1	Lo que escuchamos en Ecuador	27-10-09
Gol	... desesperada por la falta de gol ...	1	Lo que escuchamos en Ecuador	27-10-09
Club	... para cerrar su incorporación al Club ...	2	Zumba dice que es torero por dos años	27-10-09
Fútbol	... presidente de la Comisión de fútbol ...	2	Zumba dice que es torero por dos años	27-10-09
Club	... concurrirán el Club Japón de Pichincha...	2	El karate cumple último torneo de la temporada	27-10-09
Fútbol	... práctica formal de fútbol ...	2	Roces en entrenamiento Morlaco	27-10-09
Club	... para que el Club retire una acción judicial...	2	Chile puede quedar fuera de Mundial 2010	27-10-09
Fútbol	... dirigida al fútbol chileno...	2	Chile puede quedar fuera de Mundial 2010	27-10-09
Club	No sé si permanezca en el Club ...	2	Contraataque	27-10-09
Fútbol	En el fútbol las situaciones son distintas	1	“No le tememos a albos”	27-10-09
Goles	Liga con una buena diferencia de goles ...	3	“No le tememos a albos”	27-10-09
Goles	... la diferencia de goles ...	3	Para Fossati y Méndez la clave fue no desesperarse	27-10-09
Playoff	Cuatro juegos en el playoff final...	1	¡Por fin! Emelec es un tricampeón	27-10-09
Básquet	En el básquet (cont.)	1	¡Por fin! Emelec es	27-10-09

	senior masculino del Guayas		un tricampeón	
Club	Los seguidores del Club ...	1	¡Por fin! Emelec es un tricampeón	27-10-09
Masters	... en el Masters de Londres...	1	Polideportivo	28-10-09
Béisbol	Con el equipo de béisbol de Toronto	1	Polideportivo	28-10-09
Rallys	Kimmi Rikkonen correría en rallys	2	Polideportivo	28-10-09
Club	D. Cuenca, Club al que llegó...	3	El DT ayudaba con dinero	28-10-09
Fútbol	Consagrarse en el fútbol	5	El DT ayudaba con dinero	28-10-09
Goles	12 goles en torneo	1	El DT ayudaba con dinero	28-10-09
Líderes	... para seguir entre los líderes	2	Deportes x TV	28-10-09
Club	...actual presidente del Club	3	Contraataque	28-10-09
Goles	Deben buscar los goles...	5	El equilibrio será clave	28-10-09
Fútbol	Didáctica del fútbol	5	Los primeros campeones de la temporada 2009 se conocen hoy	28-10-09
Tenis	Torneo abierto de Tenis	1	Polideportivo	29-10-09
Líder	... más bien el líder ...	1	El "Veneno" llegó 2º y es virtual ganador de la Vuelta	29-10-09
Masters	El ruso es finalista del Masters	2	Davydenko sacó a Federer de la final	29-10-09
Tenis	Masters de Tenis	1	Davydenko sacó a Federer de la final	29-10-09
Set	... un ajustado (<i>cont.</i>)	2	Davydenko sacó a	29-10-09

	set decisivo...		Federer de la final	
Ranking	... quien aseguró el primer lugar en el ranking ...	1	Davydenko sacó a Federer de la final	29-10-09
Goles	... con una racha de goles ...	2	A nosotros nos interesa ganar el torneo	29-10-09
Club	... conseguir algo histórico para el Club ...	1	A nosotros nos interesa ganar el torneo	29-10-09
Gol	... para dar el gol de la clasificación...	1	Pedimos paciencia y que nos apoyen desde el minuto 1	29-10-09
Fútbol	... se ha reivindicado en el fútbol ...	1	Pedimos paciencia y que nos apoyen desde el minuto 1	29-10-09
Fútbol	... torneo ecuatoriano de fútbol ...	2	Chullas llegan completos a Cuenca	29-10-09
Penalti	Que obligó... a marcar un penalti ...	1	River ganó y cumplió con su meta de subir	29-10-09
Gol	Antes del gol ...	1	River ganó y cumplió con su meta de subir	29-10-09
Goles	Rooney hizo 3 goles en victoria del Manchester U.	3	Rooney hizo 3 goles en victoria del Manchester U.	29-10-09
Líder	... para mantenerse cerca del líder ...	1	Rooney hizo 3 goles en victoria del Manchester U.	29-10-09
Penal	... empató de penal ...	2	Rooney hizo 3 goles en victoria del Manchester U.	29-10-09
Hat trick	El delantero de la selección inglesa, completó su hat trick ...	1	Rooney hizo 3 goles en victoria del Manchester U.	29-10-09
Miss	Yegua Miss Vancouver (cont.)	2	Yegua Miss Vancouver es	29-10-09

	es favorita		favorita	
Club	... interesa al Club ambateño...	1	CONTRAATQUE	29-10-09
Light welter	... en categoría light welter ...	3	Deportistas luchan por estar entre los destacados del KTD	30-10-09
Round	El primer round terminó...	2	Deportistas luchan por estar entre los destacados del KTD	30-10-09
Feather	En la división feather ...	3	Deportistas luchan por estar entre los destacados del KTD	30-10-09
Fly	Prejuveniles, fly	2	Deportistas luchan por estar entre los destacados del KTD	30-10-09
Fútbol	... definir al campeón del fútbol ...	4	D. Quito cumple misión	30-10-09
Gol	En el gol chulla...	3	D. Quito cumple misión	30-10-09
Gol	... tras el gol eléctrico...	3	Emelec no logró ventaja de goles que deseaba	30-10-09
Clubes	Donde ambos Clubes	1	Perrone: Volvimos a fallar los goles	30-10-09
Goles	Perrone: Volvimos a fallar los goles	3	Perrone: Volvimos a fallar los goles	30-10-09
Gol	El gol de la tranquilidad	2	El Barcelona recuperó la punta	30-10-09
Goles	Anotaron los goles del triunfo	2	Ayoví jugará semifinal	30-10-09
Fútbol	Del fútbol mexicano...	2	Ayoví jugará semifinal	30-10-09
Club	El Club donde brilló catorce temporadas	2	Ayoví jugará semifinal	30-10-09

Fútbol	Campeón de fútbol	2	Rubin Kazan goleó 3-0	30-10-09
Goles	Por diferencia de goles	2	Rubin Kazan goleó 3-0	30-10-09
Club	Cuatro Clubes...	3	Karate	30-10-09
Fútbol	La tricolor intervendrá en fútbol , rugby, voleibol, surf, esquí...	1	Tri participa con 55 deportistas	30-10-09
Rugby	La tricolor intervendrá en fútbol, rugby , voleibol, surf, esquí...	1	Tri participa con 55 deportistas	30-10-09
Voleibol	La tricolor intervendrá en fútbol, rugby, voleibol , surf, esquí...	1	Tri participa con 55 deportistas	30-10-09
Surf	La tricolor intervendrá en fútbol, rugby, voleibol, surf , esquí...	1	Tri participa con 55 deportistas	30-10-09
Esquí	La tricolor intervendrá en fútbol, rugby, voleibol, surf, esquí...	1	Tri participa con 55 deportistas	30-10-09
Masters	... conquistó ayer el Másters de Tenis	2	Davydenko logró título de maestro	30-10-09
Tenis	... para dedicarse al Tenis...	2	Davydenko logró título de maestro	30-10-09
Top	Y se cayó del Top 10...	1	Davydenko logró título de maestro	30-10-09
Masters	... ganar el Masters de éste deporte...	2	Davydenko aspira más reconocimiento	1-12-09
Tenis	Tenis	2	Davydenko aspira más <i>(cont.)</i>	1-12-09

			reconocimiento	
Sets	Ganó en dos Sets de 7-5 y 6-2	1	Chileno ganó el circuito mundial	1-12-09
Ranking	Los ecuatorianos en el ranking mundial	1	Chileno ganó el circuito mundial	1-12-09
Jonrón	... con un jonrón empataron	1	Fatty derrotó a Cardenales en béisbol juvenil	1-12-09
Béisbol	Fatty derrotó a Cardenales en béisbol juvenil	1	Fatty derrotó a Cardenales en béisbol juvenil	1-12-09
Fútbol	...el mundial de fútbol ...	3	Irlanda quiere ser equipo 33	1-12-09
Gol	Tras el gol del empate	1	Irlanda quiere ser equipo 33	1-12-09
Referi	Discutió con el referi ...	1	Irlanda quiere ser equipo 33	1-12-09
Club	... en el Club amarillo...	4	Iván Kaviades quiere volver a Barcelona	1-12-09
Goles	... año en el que hizo más goles ...	2	Iván Kaviades quiere volver a Barcelona	1-12-09
Fútbol	... Es mi convicción volver al fútbol ...	2	Iván Kaviades quiere volver a Barcelona	1-12-09
Clubes	... momento por el que atraviesan ambos Clubes ...	2	Albos quieren traer copa	1-12-09
Striptease	... porque envió bailarinas de striptease ...	1	POLIDEPORTIVO	2-12-09
Welter	Campeón mundial de la división welter	1	POLIDEPORTIVO	2-12-09
Clubes	Dos Clubes tras Roy Halladay	1	POLIDEPORTIVO	2-12-09
Pitcher	... el pitcher de 32 años...	1	POLIDEPORTIVO	2-12-09

Tenis	El Tenis brillará en la Cena de Campeones	2	El Tenis brillará en la Cena de Campeones	2-12-09
Record	El hombre record de triunfos nacionales	2	El Tenis brillará en la Cena de Campeones	2-12-09
Láser	...Logró el título mundial en clase láser 4.7	1	El Tenis brillará en la Cena de Campeones	2-12-09
Singles	... partidos ganados en singles en cinco Sets...	1	El Tenis brillará en la Cena de Campeones	2-12-09
Sets	... partidos ganados en singles en cinco Sets ...	1	El Tenis brillará en la Cena de Campeones	2-12-09
Club	Participó en el Club español...	1	Guamaná: no gané por cansancio	2-12-09
Club	Klimo le interesa al Club	1	Zambrano: Ventaja 1-0 no es suficiente	2-12-09
Club	... gente joven, que siente al Club , a la ciudad	4	Cuencano Arévalo quiere darle a su equipo otro título	2-12-09
Fútbol	Equipo de fútbol azuayo	2	Cuencano Arévalo quiere darle a su equipo otro título	2-12-09
Gol	... con un gol del francés...	1	FIFA anunció que Irlanda no será equipo 33 del Mundial	2-12-09
Club	... no ha perdido contra Clubes de Brasil	2	Albos buscan más gloria	2-12-09
Fútbol	... escuela de fútbol del Chino Gómez	2	Hubo doble celebración para la academia Alfaro Moreno sub 7	2-12-09
Club	... la victoria de su Club por el marcador de 4-0	2	Hubo doble celebración para la academia Alfaro (cont.)	2-12-09

			Moreno sub 7	
Singles	... jugar los partidos de singles ...	2	Nadal ve complicada la final contra checos.	3-12-09
Hits	Por su capacidad para batear hits ...	1	Polideportivo	3-12-09
Striptease	... tras haber enviado bailarinas de striptease ...	2	Williams no causa risa en brasileños	3-12-09
Golf	La estrella del golf ...	2	Tiger Woods pide tregua a la prensa y perdón a su esposa por infidelidad	3-12-09
Club	... con una empleada de un Club nocturno...	1	Tiger Woods pide tregua a la prensa y perdón a su esposa por infidelidad	3-12-09
Bádminton	Tri de Bádminton trajo 9 medallas de Colombia	2	Tri de Bádminton trajo 9 medallas de Colombia	3-12-09
Junior	Torneo Sudamericano Junior de ...	1	Tri de Bádminton trajo 9 medallas de Colombia	3-12-09
Ranking	... catorce mejores equipos del mundo según el ranking ...	1	Sorteo será el puntaje inicial	3-12-09
Fútbol	... y mejor jugador de fútbol ...	1	Elizaga se siente frustrado	3-12-09
Club	... el Club ha estado muy estable...	2	Elizaga se siente frustrado	3-12-09
Fútbol	El mundo del fútbol irlandés...	2	Irlandeses aseguran que Blatter los humilló	3-12-09
Club	La copa para el Club cuencano...	1	El trofeo es cuencano	3-12-09
Fútbol	... el título del campeón de fútbol	2	El trofeo es cuencano	3-12-09

Author: Paula Ortega Preti

Chart Six

Variable: Local Newspaper El Mercurio

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Láser	... pensando en un medio de control por sensores láser ...	1	Inspectores en vez de los torniquetes	27-10-09
Show room	Hoy se realiza la inauguración del show room ...	1	Inauguración	27-10-09
Jeans	... primera tienda especializada en jeans ...	1	Inauguración	27-10-09
Down Hill	Pablo Arcos, representante de Down Hill del Azuay...	1	Denuncian asaltos a ciclistas de Turi	27-10-09
Líder	... y una reunión con el líder socialista...	1	Correa de visita a Bélgica	27-10-09
Chequearse	... los pasajeros que toman vuelos al exterior puedan Chequearse solo en Cuenca...	1	CORPAC reestructura deuda	27-10-09
Performance	... realizará un performance de pintura...	1	Digital	28-10-09
Web	Sitio web de redes sociales	1	Con un plantón se pide el archivo de "ley mordaza"	28-10-09
Miss	... trajes de la Miss Ecuador...	1	Confecciones de arte realizadas como lienzos	29-10-09
Pop	... que se vivió en la época del pop	2	"Moonwalk" de Olga Doumet	29-10-09

Strapless	Trajes de noche, strapless	1	“Moonwalk” de Olga Doumet	29-10-09
Rockero	Al estilo rockero	1	Noche de luz, color y arte	28-10-09
Kit	... el cantón Sigsig, ya recibió el kit ...	2	Centros de desarrollo con material didáctico	30-10-09
Full color	... impresiones a full color ...	1	Paute es comensal en la mesa de turismo	30-10-09
Scout	El grupo Scout ...	2	Grupo Scout prepara festividades	30-10-09
Partner business manager	Pablo Rosas, partner business manager de...	1	Identificación automática y respaldo de datos	30-10-09
Hardware	... presentó aplicaciones de hardware ...	1	Identificación automática y respaldo de datos	30-10-09
Software	Desarrollan software especializado	2	Desarrollan software especializado	30-10-09
Show room	Se inauguró el show room	1	Jean Store, moda para exportar	30-10-09
Jeans	... especialmente pantalones jeans ...	2	Jean Store, moda para exportar	30-10-09
Rol	Tras pasar de tercerizados al rol de la empresa	1	Renegociarán contratos petroleros	1-12-09
Líderes	... en Ecuador se refugiaban los líderes de las FARC...	1	Ejército tras varios jefes de las FARC	1-12-09
Campus	... espacio actual que ocupa Economía en el campus ...	2	Harán nuevo local de la facultad de Economía	1-12-09
Récord	... incluso el récord policial...	1	Fiscalía garantiza investigar delitos	1-12-09
Films	Se proyectaron (<i>cont.</i>)	1	Cine para niños	2-12-09

	films sobre el sufrimiento...		con discapacidad	
Kits	Los kits consisten en 47 cobijas...	2	Equipan a los centros infantiles	2-12-09

Author: Paula Ortega Preti

Chart Seven

Variable: Local Newspaper El Mercurio

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Bar	Arriendo bar	1	Real Estate	27-10-09
Penthouse	Vendo penthouse	1	Real Estate	27-10-09
Full	39 sitios, full obras...	3	Real Estate	27-10-09
Laptop	Vendo laptop	1	Opportunities and services	27-10-09
Hardware	Hardware	1	Opportunities and services	27-10-09
Software	Software	2	Opportunities and services	27-10-09
Jeans	Cosedoras de pantalones jeans	1	Jobs and services	27-10-09
Chip	Clonación de chip	2	Jobs and services	27-10-09
Discjockey	Vendo discjockey	1	Real Estate	27-10-09
Minimarket	Vendo minimarket	1	Real Estate	27-10-09
Full	Vendo mazda full equipo	23	Automobile	27-10-09
Penthouse	Vendo penthouse	1	Real Estate	28-10-09
Full	... plano full obras...	4	Real Estate	28-10-09
Holl	4 dormitorios, holl	1	Real Estate	28-10-09
Webcam	Vendo laptop con webcam wireless	1	Opportunities and services	28-10-09

Wireless	Vendo laptop con webcam wireless	1	Opportunities and services	28-10-09
Laptop	Vendo laptop con webcam wireless	2	Opportunities and services	28-10-09
Software	Software	1	Opportunities and services	28-10-09
Hardware	Hardware	1	Opportunities and services	28-10-09
Chip	Chip , espías, desbloqueo	2	Jobs and services	28-10-09
Discjockey	Vendo discjockey	1	Real Estate	28-10-09
Cake	Cake , galletas, Brownies	1	Food services and social events	28-10-09
Brownie	Cake, galletas, Brownies	1	Food services and social events	28-10-09
Full	... color plata, full equipo	16	Automobile	28-10-09
Penthouse	Vendo penthouse	1	Real Estate	29-10-09
Full	39 sitios, full obras	2	Real Estate	29-10-09
Holl	4 dormitorios, holl	1	Real Estate	29-10-09
Hardware	Hardware	1	Opportunities and services	29-10-09
Software	Software	1	Opportunities and services	29-10-09
Webcam	Vendo portátil con webcam wireless	2	Opportunities and services	29-10-09
Wireless	Vendo portátil con webcam wireless	1	Opportunities and services	29-10-09
Laptop	Vendo laptop	2	Opportunities and services	29-10-09
Sandwicheria	Se necesita cocinera para sanwicheria	1	Jobs and services	29-10-09
Discjockey	Vendo discjockey	1	Real Estate	29-10-09
Cakes	Galletas, Cakes , Brownies	1	Food and social services	29-10-09

Brownie	Galletas, Cakes, Brownies	1	Food and social services	29-10-09
Full	Vitara gris full equipo	14	Automobile	29-10-09
Marketing	Con carreras afines a Marketing	1	Jobs and services	29-10-09
Call center	Personal para call center	1	Jobs and services	29-10-09
Closets	Alfombrado, con Closets	2	Real Estate	30-10-09
Full	Vendo terreno full obras	2	Real Estate	30-10-09
Penthouse	Vendo penthouse	1	Real Estate	30-10-09
Hardware	Hardware	1	Opportunities and services	30-10-09
Software	Software	1	Opportunities and services	30-10-09
Bar	Se requiere ayudante para bar	2	Jobs and services	30-10-09
Sportman	... con licencia sportman	2	Jobs and services	30-10-09
Chips	...mensajes escritos, chips...	1	Jobs and services	30-10-09
Cake	Galletas, Cakes , Brownie	1	Food and social services	30-10-09
Brownie	Galletas, Cakes, Brownie	1	Jobs and services	30-10-09
Web	Para diseño de página web	4	Jobs and services	30-10-09
Marketing	Con conocimientos de Marketing	1	Jobs and services	30-10-09
Full	Vendo Aveo full equipo	19	Automobile	30-10-09
Penthouse	Penthouse por estrenar	2	Real Estate	1-12-09

Full	Urbanización, full obras	4	Real Estate	1-12-09
Barbiquiu	4 dormitorios, Barbiquiu	1	Real Estate	1-12-09
Pedigree	Pastores alemanes con pedigree	1	Animals	1-12-09
Hardware	Hardware	1	Opportunities and services	1-12-09
Laptop	Vendo laptop	1	Opportunities and services	1-12-09
Bar	Implementos para bar	3	Opportunities and services	1-12-09
Cake	Galletas, Cake , Brownie	1	Food and social services	1-12-09
Brownie	Galletas, Cake, Brownie	1	Food and social services	1-12-09
Full	Vendo corsa full equipado	28	Automobile	1-12-09
Pedigree	Pastores alemanes con pedigree	1	Animals	2-12-09
Bar	Arriendo bar	1	Real Estate	2-12-09
Full	Lindo sitios full obras	7	Real Estate	2-12-09
Penthouse	Vendo penthouse	2	Real Estate	2-12-09
Club	Junto al Club del Banco del Pacifico	1	Real Estate	2-12-09
Holl	4 dormitorios, holl	1	Real Estate	2-12-09
Hardware	Hardware	1	Opportunities and services	2-12-09
Laptop	De oportunidad laptop	1	Opportunities and services	2-12-09
Chip	... mensajes escrito y chip	1	Jobs and services	2-12-09
Bar	Implementos para bar	3	Opportunities and services	2-12-09

Cake	Galletas, Cake , Brownie	1	Food and social services	2-12-09
Brownie	Galletas, Cake, Brownie	1	Food and social services	2-12-09
Software	Instalación de software	1	Opportunities and services	2-12-09
Full	Camioneta full equipo	29	Automobile	2-12-09
Penthouse	Vendo penthouse	2	Real Estate	3-12-09
Full	Sitio full obras	7	Real Estate	3-12-09
Club	Junto al Club...	1	Real Estate	3-12-09
Hardware	Hardware	1	Opportunities and services	3-12-09
Bar	Necesito señorita para bar	1	Jobs and services	3-12-09
Chip	Chips , espías...	1	Jobs and services	3-12-09
Web	Programador web	1	Jobs and services	3-12-09
Plotter	Vendo plotter	1	Opportunities and services	3-12-09
Ping pong	Mesa de ping pong	1	Opportunities and services	3-12-09
Cake	Galletas, Cake , Brownie	1	Food and social services	3-12-09
Brownie	Galletas, Cake, Brownie	1	Food and social services	3-12-09
Software	Instalación de software	1	Opportunities and services	3-12-09
Full	Camioneta full equipo	27	Automobile	3-12-09
Marketing	Ingenieros en Marketing...	2	Jobs and services	3-12-09

Author: Paula Ortega Preti

Chart Eight

Variable: Local Newspaper El Mercurio

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Rol	Ahora estamos con ella, apoyándola para que cumpla un buen rol	1	Chola Cuencana quiere ser médico y periodista	28-10-09
Videoclips	Sus videoclips rotan fuertemente	1	Llegó gira de "Teen Angels"	28-10-09
Rankings	Sus canciones encabezan los rankings	1	Llegó gira de "Teen Angels"	28-10-09
CD	Publicar un tercer CD	2	Llegó gira de "Teen Angels"	28-10-09
Show	...con todas las canciones del show ...	1	Llegó gira de "Teen Angels"	28-10-09
Bonus track	... que ofrece como bonus track el nuevo promocional ...	1	Llegó gira de "Teen Angels"	28-10-09
Filmar	No permiten filmar ...	1	Controlar a los medios	30-10-09
Web	Tomado de la página web	1	Patrimonio: diez años ante los ojos del mundo	30-10-09
model	La top model ha añadido que...	1	Dura crianza para Heidi Klum	1-12-09
Top	La top model ha añadido que...	1	Dura crianza para Heidi Klum	1-12-09
Web	... fotos en la web ...	1	Dura crianza para Heidi Klum	1-12-09
Record	... estableciendo un nuevo récord	1	Susan Boyle alcanza gran éxito	1-12-09
CD	... y un CD con canciones	1	Tema reciclaje en las aulas	1-12-09

Chequeo	... sin dar la importancia que merece un chequeo previo...	5	Temor y esperanza en encuentro médico	1-12-09
Permafrost	Difusión del metano del Ártico y del permafrost siberiano	1	Impacto del hombre en el clima	1-12-09
Chequeo	Luego de un chequeo con un especialista...	1	Cuando el hígado molesta, es mejor alimentarse bien	2-12-09
Pop	... hacer un disco muy pop ...	5	“Plastic Beach”, lo nuevo de Gorillas	2-12-09
Comic	En colaboración con el creador del comic	1	“Plastic Beach”, lo nuevo de Gorillas	2-12-09
Afrobeat	Grabar un disco de afrobeat	1	“Plastic Beach”, lo nuevo de Gorillas	2-12-09
Reality	Sintonizado reality musical....	1	“Plastic Beach”, lo nuevo de Gorillas	2-12-09
Top	Comparten el top 5 con la propia página...	1	Los más buscado en el “INTERNET”	2-12-09
Fans	Con 7 millones de fans	2	Los más buscado en el “INTERNET”	2-12-09
Ranking	Ocupa el quinto puesto en el ranking mundial	1	Los más buscado en el “INTERNET”	2-12-09
Medley	Un medley de cuatro de sus más grandes éxitos	1	Thalía presenta “Primera Fila”	3-12-09
DVD	El CD/ DVD marca un antes y un después...	2	Thalía presenta “Primera Fila”	3-12-09
CD	El CD /DVD marca un antes y un después...	1	Thalía presenta “Primera Fila”	3-12-09
Web	... adicciones que causan mucho daño, como al navegar en la web y (cont.)	1	Jóvenes lideran un programa preventivo frente a las adicciones	3-12-09

	mucha otras...			
Marketing	Experto en Marketing y políticas públicas	1	Debate sobre desarrollo económico y seguridad ciudadana	3-12-09
Reality	... en la segunda edición del reality "Pequeños Brillantes"	2	Jonnathan Dominguez entró a las semifinales	3-12-09

Author: Paula Ortega Preti

Chart Nine

Variable: Local Newspaper El Mercurio

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
Bingo	Bingo del Comité de Damas	1	Bingo del Comité de Damas del Centro Agrícola	28-10-09
Baby shower	Baby shower	1	Agenda	30-10-09
Clubes	II encuentro de Clubes de comunicación	1	II encuentro de Clubes de comunicación	30-10-09
Baby shower	... le brindarán un Baby shower por el venidero nacimiento...	3	Baby shower	1-12-09

Author: Paula Ortega Preti

Chart Ten

Variable: Local Newspaper El Mercurio

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Indoor	... se desarrollaron cuatro (<i>cont.</i>)	1	Sudamericano inauguró sus	27-10-09

	disciplinas, fútbol, indoor		jornadas deportivas	
fútbol	... se desarrollaron cuatro disciplinas, fútbol , indoor	1	Sudamericano inauguró sus jornadas deportivas	27-10-09
Máster	... categorías juvenil, señor y Máster	1	Campeonato Nacional de Levantamiento de Potencia	27-10-09
Club	...viene representando al Club...	3	Interclubes de Karate este fin de semana	27-10-09
Tenis	Inició el internacional de Tenis Paralímpico	2	Inició el internacional de Tenis Paralímpico	27-10-09
Ranking	... 22 en el ranking mundial.	1	Inició el internacional de Tenis Paralímpico	27-10-09
Fútbol	Fiesta deportiva estudiantil secundaria inicia con fútbol	3	Fiesta deportiva estudiantil secundaria inicia con fútbol	27-10-09
Clubes	... la competencia reunía 38 Clubes...	2	Sorteo de la Libertadores	27-10-09
Fútbol	Fútbol y tecnología tuvo Seminario de Periodismo Deportivo	1	Fútbol y tecnología tuvo Seminario de Periodismo Deportivo	27-10-09
Fútbol	Campeonato Nacional de fútbol	3	Listo calendario de la Libertadores	28-10-09
Clubes	... los Clubes mexicanos...	1	Listo calendario de la Libertadores	28-10-09
Record	... con un récord de 40 equipos	1	Listo calendario de la Libertadores	28-10-09
Tenis	Semifinales en Tenis sobre Silla de Ruedas juegan hoy	2	Semifinales en Tenis sobre Silla de Ruedas juegan hoy	28-10-09
Singles	... perdió la final (cont.)	1	Semifinales en Tenis sobre Silla de	28-10-09

	de singles ...		Ruedas juegan hoy	
Ranking	250 puesto en el ranking mundial	3	Semifinales en Tenis sobre Silla de Ruedas juegan hoy	28-10-09
Fútbol	Fútbol en Miraflores	3	CORTOS	28-10-09
Club	... informó el Club español...	2	CORTOS	28-10-09
Web	... en la web oficial del campeonato	1	CORTOS	28-10-09
Hockey	La Federación Ecuatoriana de Hockey	1	Nacional de Patinaje con gran acogida	28-10-09
Networks	Las networks sociales	1	Woods pasó de "grave" a "bien"	28-10-09
Club	Luego de que el Club	1	Fútbol chileno recobra aliento	28-10-09
Fútbol	Fútbol chileno recobra aliento	2	Fútbol chileno recobra aliento	28-10-09
Club	... del Club londinense...	1	Jornada vibrante en la Liga Inglesa	28-10-09
Líder	El líder de la liga inglesa	1	Jornada vibrante en la Liga Inglesa	28-10-09
Clubes	... diferentes Clubes ...	2	Arrancó provincial ecuestre interclubes	28-10-09
Fútbol	... de fútbol inglés...	1	Manchester golea al Portsmouth	29-10-09
Penal	... y el tercer gol de tiro penal	2	Manchester golea al Portsmouth	29-10-09
Manager	... el nuevo manager del Portsmouth	1	Manchester golea al Portsmouth	29-10-09
Gol	... y tercer gol de tiro penal	2	Manchester golea al Portsmouth	29-10-09
Clubes	Los Clubes que llegaron...	2	El torneo de interclubes de Karate se realiza con toda (cont.)	29-10-09

			normalidad	
Press	... con las modalidades sentadillas, press-banco y...	1	Potencia tiene a sus ganadores	29-10-09
Máster	En las categorías juveniles, senior y Máster	1	Potencia tiene a sus ganadores	29-10-09
Masters	... para la final de Masters...	2	Davydenko finalista del Masters	29-10-09
Sets	Tras ganar en tres Sets...	1	Davydenko finalista del Masters	29-10-09
Gol	... la hinchada que largamente festeja el gol.	1	El título se define en el Atahualpa	30-10-09
Gol	... claras ocasiones de gol...	4	D. Cuenca Sub-20 empató con Liga de Quito 1 a 1	30-10-09
Club	Organizado por el Club...	1	Desafío V8 de 4x4 Cuenca 2009	30-10-09
Clubes	... en representación de los Clubes	4	Hípica concluyó con los mejores del año	30-10-09
Street ball	Nuevos campeones del Street Ball	2	Nuevos campeones del Street Ball	30-10-09
Básquetball	...los mejores exponentes del Básquetball azuayo.	1	Nuevos campeones del Street Ball	30-10-09
Fútbol	... de la liga española de fútbol...	1	Barcelona FC recupera liderato de liga española	30-10-09
Gol	Tras el gol y perder...	1	Barcelona FC recupera liderato de liga española	30-10-09
Clubes	Mientras tanto el Club Japón...	4	Azuay campeón histórico interclubes	30-10-09

Ranking	... 22 en el ranking mundial...	2	Favoritos se llevaron el campeonato Internacional de Tenis Paralímpico	30-10-09
Singles	Pienso que cumplí con lo trazado antes de éste singles	1	Favoritos se llevaron el campeonato Internacional de Tenis Paralímpico	30-10-09
Tenis	Favoritos se llevaron el campeonato Internacional de Tenis Paralímpico	2	Favoritos se llevaron el campeonato Internacional de Tenis Paralímpico	30-10-09
Voleibol	Voleibol de arena	3	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Fútbol	... actuarán en nueve disciplinas: fútbol , surf...	2	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Surf	... actuarán en nueve disciplinas: fútbol, surf ...	2	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Esquí	Esquí náutico	2	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Rugby	... voleibol y rugby .	1	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Wakeboard	Esquí náutico: Alfredo Bonnard (waterboard)...	4	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Slalom	José Velasco (slalom)...	2	Azuayos a Suramericanos de los Deportes (cont.)	1-12-09

			de Playa	
Open	Surf:... Adrián Dapelo (open)...	3	Azuayos a Suramericanos de los Deportes de Playa	1-12-09
Sprint	Cuatro medallas de oro (sprint , olímpica y por equipos)	1	Azuayos destacaron en Bolivarianos	1-12-09
Rankeados	... se encuentran rankeados en los primeros lugares	1	Azuayos destacaron en Bolivarianos	1-12-09
Racquetball	Racquetball	1	Medallistas azuayos por disciplina	1-12-09
Boxeo	Boxeo	1	Medallistas azuayos por disciplina	1-12-09
Cheerleader	Santiago de Compostela Bicampeón Cheerleader	2	Santiago de Compostela Bicampeón Cheerleader	1-12-09
Pewee	Categorías juvenil, pewee ...	2	Santiago de Compostela Bicampeón Cheerleader	1-12-09
Cheerzones	... con que cuenta este grupo de cheerzones ...	1	Santiago de Compostela Bicampeón Cheerleader	1-12-09
Sprint	... en la distancia Sprint , prueba que le permitió ganar...	1	Azuay brilló en triatlón de Salinas	1-12-09
Clubes	... por Club s, el Barcelona domina...	2	Leo Messi elegido "Balón de Oro 2009"	1-12-09
Fútbol	... equipos de fútbol ...	3	Copa "Cristal" concita interés	1-12-09
Fútbol	12 años que vengo jugando fútbol profesional	2	Vélez busca el once ideal	2-12-09

Senior	Los recorridos para la senior y master	1	Gran cita atlética será este sábado	2-12-09
Master	Los recorridos para la senior y master	1	Gran cita atlética será este sábado	2-12-09
Show	... por un show con la cantante	1	Cuenta regresiva para Sudáfrica 2010	2-12-09
Miss	Miss y Mister Músculo	1	Pepudos azuayos se alistan para el Nacional	2-12-09
Mister	Miss y Mister Músculo	1	Pepudos azuayos se alistan para el Nacional	2-12-09
Body fitness	Dentro de la categoría body fitness , fitness coreográfico	1	Pepudos azuayos se alistan para el Nacional	2-12-09
Fitness	Dentro de la categoría body fitness, fitness coreográfico	2	Pepudos azuayos se alistan para el Nacional	2-12-09
Master	Y femenino Máster y senior	1	Pepudos azuayos se alistan para el Nacional	2-12-09
Tenis	Azuayos al nacional de Tenis	2	Azuayos al nacional de Tenis Sub-10	3-12-09
Club	El Club ecuatoriano...	2	Liga de Quito es rey de copas	3-12-09
Corner	... y en el corner consecutivo...	1	Liga de Quito es rey de copas	3-12-09
Gol	... buscar el gol ...	2	Liga de Quito es rey de copas	3-12-09
Goles	47 goles marcados	5	Campaña del Deportivo Cuenca	3-12-09
Club	...sería el Club deportivo...	1	Campaña del Deportivo Cuenca	3-12-09
Fútbol	El campeonato ecuatoriano (<i>cont.</i>)	2	Campaña del Deportivo Cuenca	3-12-09

	de fútbol...			
Record	... el record de asistencia fue de 15253 personas	1	Campaña del Deportivo Cuenca	3-12-09

Author: Paula Ortega Preti

Chart Eleven

Variable: **Tabloid El Extra**

Subvariable: **News**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Breaker	En la casa debe tener un bipolar o breaker .	3	Donde no hay medidores la gente está expuesta a peligro	27-10-09
Trailer	... murió al estrellarse contra un tráiler	3	Dos familias desmembradas por accidente de tránsito	29-10-09
Rock	Charly García, dios del rock argentino	5	Charly, un símbolo de paz en Guayaquil	28-10-09
Fans	Los fans optaron por sentarse en el piso	2	Charly, un símbolo de paz en Guayaquil	28-10-09
Show	La posibilidad de que cancelara el show	1	Charly, un símbolo de paz en Guayaquil	28-10-09
Whisky	Con las botellas de whisky	2	Charly, un símbolo de paz en Guayaquil	28-10-09
Golden box	Al fin se logró llenar golden box y parte de la cancha	1	Charly, un símbolo de paz en Guayaquil	28-10-09
Vóley	... partido en una cancha de vóley ...	2	Fin de semana sangriento en suburbio de Guayaquil	30-10-09

Miss	... el título de Miss Mundo a México	6	Ecuador en reñida competencia en Miss Mundo	30-10-09
Top	... el pase automático al top 20 de Miss Mundo	1	Ecuador en reñida competencia en Miss Mundo	30-10-09
Fast track	... la cuarta y última competencia fast track que da a sus ganadoras...	1	Ecuador en reñida competencia en Miss Mundo	30-10-09
Show	¡Hoy Quito tiene show para largo rato!	1	¡Hoy Quito tiene show para largo rato!	1-12-09
Club	... ingreso que señala el camino hacia el Club .	2	¡Las piscinas policiales ya son de todos!	2-12-09
Laptop	... ingresaron y robaron una laptop ...	1	El hampa se apodera de El Coca	2-12-09

Author: Paula Ortega Preti

Chart Twelve

Variable: Tabloid El Extra

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Full	Mazda flamante, full equipo	8	Automobile	27-10-09
Call center	Bachilleres para trabajar en call center	1	Jobs and services	27-10-09
Split	Instalación eléctrica, Split , aire acondicionado	1	Jobs and services	27-10-09
Full	Cybers full equipados	1	Real Estate	27-10-09
Laptop	Laptop Toshiba (cont.)	4	Opportunities and	27-10-09

	por \$410		services	
Sex shop	Tiendas sex shop	1	Sexual services	27-10- 09
Full	Full potencia	1	Sexual services	27-10- 09
Gay	Video gay	1	Sexual services	27-10- 09
Sprays	Cremas y sprays	1	Sexual services	27-10- 09
Streeper	Jennifer es streeper , además parejas swinger	1	Sexual services	27-10- 09
Swinger	Jennifer es streeper, además parejas swinger	1	Sexual services	27-10- 09
hot	Chica hot	1	Sexual services	27-10- 09
Full	Vitara año 91 full equipo...	2	Automobile	28-10-09
Call center	Bachilleres para call center	1	Jobs and services	28-10-09
Software	Instalamos software	1	Jobs and services	28-10-09
Nylon	... en nylon con porcelana...	1	Education services	28-10-09
Laptop	Laptop Toshiba \$477	4	Opportunities and services	28-10-09
Smoking	Vestidos novias,... smoking, vendo...	1	Opportunities and services	28-10-09
Bar	Habitaciones,... bar , DVD	1	Real Estate	28-10-09
DVD	Habitaciones,...bar, DVD	2	Real Estate	28-10-09
Sex shop	Tiendas sex shop	1	Sexual Services	28-10-09
Swinger	Parejas swingers	2	Sexual Services	28-10-09
Sprays	Cremas y sprays	1	Sexual Services	28-10-09
Sexy	Una rubia sexy	1	Sexual Services	28-10-09
Hot	Chicas hot	1	Sexual Services	28-10-09
CD	Peugeot con (cont.)	1	Automobile	29-10-09

	radio CD			
Full	Camioneta full equipo	2	Automobile	29-10-09
Mixers	De oportunidad, grúas, mixers , tanqueros	1	Automobile	29-10-09
Airbag	Auto con alarma, airbag	1	Automobile	29-10-09
Software	software video ecografia	1	Jobs and services	29-10-09
Laptop	Laptop HP por \$625	4	Opportunities and services	29-10-09
Nightclub	Vendo nightclub	1	Real Estate	29-10-09
Sexy	Sexy chat	1	Sexual Services	29-10-09
Chat	Sexy chat	1	Sexual Services	29-10-09
Full	Forsa full equipo	2	Automobile	30-10-09
Software	Instalamos software	2	Jobs and services	30-10-09
DVD	Reparamos DVD	2	Jobs and services	30-10-09
Discjockey	Cursos discjockey , locución...	1	Education services	30-10-09
Nightclub	Vendo nightclub	1	Real Estate	30-10-09
Laptop	Laptop Hp \$536...	4	Opportunities and services	30-10-09
Full	Full potencia	1	Sexual Services	30-10-09
Gay	Video gay	4	Sexual Services	30-10-09
Spray	Cremas y sprays	3	Sexual Services	30-10-09
CD	CD y DVD gay	1	Sexual Services	30-10-09
Swinger	Parejas swinger	1	Sexual Services	30-10-09
Bar	Se atiende en el bar	1	Sexual Services	30-10-09
DVD	CD y DVD gay	1	Sexual Services	30-10-09
Chat	Chat caliente	4	Sexual Services	30-10-09
Hot	Chicas hot	4	Sexual Services	30-10-09

Full	Chevrolet Vitara full equipo	4	Automobile	1-12-09
Call center	Personal para atención al cliente en call center	1	Jobs and services	1-12-09
Software	Software video ecografía fetal	1	Jobs and services	1-12-09
LCD	Reparamos televisores, LCD , DVD...	1	Jobs and services	1-12-09
DVD	Reparamos televisores, LCD, DVD ...	1	Jobs and services	1-12-09
Discjockey	Cursos de locución, discjockey	1	Education services	1-12-09
Nightclub	... vendo nightclub ...	1	Real Estate	1-12-09
Laptop	Laptop HP \$536	4	Opportunities and services	1-12-09
Sex shop	Tiendas sex shop	1	Sexual Services	1-12-09
Sexy	Rubia sexy	3	Sexual Services	1-12-09
DVD	DVD gay	1	Sexual Services	1-12-09
Gay	DVD gay	1	Sexual Services	1-12-09
Swinger	Pareja swinger	1	Sexual Services	1-12-09
Shopping	... cerca mar, shopping	1	Real Estate	2-12-09
Full	...automático, full equipo...	8	Automobile	2-12-09
Call center	... personal para call center ...	1	Jobs and services	2-12-09
Lunch	... ofrecemos incentivos, lunch ...	1	Jobs and services	2-12-09
Nylon	Decore con nylon en porcelana	1	Education services	2-12-09
Discjockey	Discjockey , (cont.)	1	Education services	2-12-09

	locución...			
Laptop	Laptop Toshiba \$477	4	Opportunities and services	2-12-09
DVD	Con grabador de DVD	2	Opportunities and services	2-12-09
Tráiler	Conductor de tráiler	1	Jobs and services	2-12-09
Sex shop	Tiendas sex shop	2	Sexual Services	2-12-09
Spray	Cremas o sprays	2	Sexual Services	2-12-09
Gay	Videos gay	1	Sexual Services	2-12-09
Chat	Sexy chat	1	Sexual Services	2-12-09
Sexy	Chica sexy	2	Sexual Services	2-12-09
Hot	Línea hot	1	Sexual Services	2-12-09
Shopping	Shopping por temporada o meses	1	Real Estate	3- 12-09
Full	Tucson automático, full como nuevo	2	Automobile	3- 12-09
Nightclub	Vendo nightclub	1	Real Estate	3- 12-09
Laptop	Laptop HP por \$625	4	Opportunities and services	3- 12-09
Sexy	Sexy chat	3	Sexual Services	3- 12-09
Sex shop	Tiendas sex shop	1	Sexual Services	3- 12-09
Spray	Cremas y sprays	2	Sexual Services	3- 12-09
CD	CD y DVD gay	1	Sexual Services	3- 12-09
Gay	CD y DVD gay	2	Sexual Services	3- 12-09
DVD	CD y DVD gay	1	Sexual Services	3- 12-09
Chat	Sexy chat	2	Sexual Services	3- 12-09
Hot	Chica hot	2	Sexual Services	3- 12-09

Author: Paula Ortega Preti

Chart Thirteen

Variable: Tabloid El Extra

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Anchor	La bella anchor de LA PLENA.	1	12 Divas de la Televisión	3- 12-09
Casting	Luego hizo un casting para reportera.	2	12 Divas de la Televisión	3- 12-09
Chat	El chat será la herramienta principal...	1	A inventar el final de Cardoso	3- 12-09
Bares	Tendría dos bares , uno de bebidas y otro...	2	Al Titanic le falta financiamiento	3- 12-09
Club	... fundador del Club ...	1	Ma. Caridad del Castillo, Quiteña de Cepa	3- 12-09
Hobby	La pasión por transformar los carros en un hobby ...	2	El Ingenioso Transformador	27-10-09
Master	...Pedro Lucín, quien es el master en la hojalatería.	1	El Ingenioso Transformador	27-10-09
Reality	... al ganar el reality "Desafío"...	1	"Marián tiene como mantener a mi hijo"	27-10-09
Reality	Prepara reality en Ecuavisa	2	Gerardo Mejía	29-10-09
Reggaetón	Podrán cantar bachata, reggaetón , música cristiana...	1	Gerardo Mejía	29-10-09
Rap	Además de ser conocido por el rap y sus creaciones (cont.)	1	Gerardo Mejía	29-10-09

	musicales			
Pack	...lanzamiento de un pack que contiene 6 discos...	1	Los más solicitados	29-10-09
Reggaetón	... algunos géneros, entre ellos el reggaetón ...	2	Karlos Xavier de Esmeraldas para Italia	28-10-09
Show	Show Artístico y los premios	3	Diversión nos piden y diversión les damos	28-10-09
Pipol	Para poner rumbo a toda esa pipol	1	Diversión nos piden y diversión les damos	28-10-09
Rock	... gusta del rock pesado...	5	Lunes sexy: Magali	30-10-09
sexy	Lunes sexy : Magali	1	Lunes sexy: Magali	30-10-09
Punk	Soy una joven que gusta del punk y heavy metal	3	Lunes sexy: Magali	30-10-09
Heavy metal	Soy una joven que gusta del punk y heavy metal	1	Lunes sexy: Magali	30-10-09
Reality	Dora West además en el reality de Gama...	2	12 Divas de la Televisión	1-12-09
Hobby	Hobby : escribir canciones	2	12 Divas de la Televisión	1-12-09
Show	El show cómico de los hermanos Méndez	1	En la 30 Y Camilo Destruge se rumbeó sin parar	1-12-09
Nightclub	La sede fue en Durán, nightclub El Imperio...	6	¡Estas sí son las verdaderas reinas del tubo!	2-12-09
Strip tease	Extra, exclusivo en concurso de strip tease	1	¡Estas sí son las verdaderas reinas del tubo!	2-12-09
Show	...Coincidían en que vieron un show ...	1	¡Estas sí son las verdaderas reinas del tubo!	2-12-09

Look	...innovando cada año el look de éstos carritos...	1	¡Y que toquen los trompudos!	2-12-09
Coctel	... y podrás ser parte del coctel de premiación...	1	12 Divas de la televisión	2-12-09
Jazz	Logró graduarse como bailarina profesional de jazz	2	12 Divas de la televisión	2-12-09
Casting	Flérida le habló de hacer un casting en TC...	2	12 Divas de la televisión	2-12-09
Staff	... formó parte del staff de presentadores...	1	12 Divas de la televisión	2-12-09
Reality	Logró una más de sus metas al ganar el reality ...	2	12 Divas de la televisión	2-12-09
Reggaetón	Pasaron del pasillo al reggaetón	1	Chullas Quiteños regresan recargados	29-10-09
Closet	Su closet está lleno de jeans	1	Chullas Quiteños regresan recargados	29-10-09
Jeans	Su closet está lleno de jeans	1	Chullas Quiteños regresan recargados	29-10-09
Looks	Looks raros	1	Chullas Quiteños regresan recargados	29-10-09
Anchors	... periodistas, anchors , presentadores, productores...	1	Paulina Aguirre Alista su canto de Navidad	3- 12-09
Reality	... participó en el reality "Bailando por un sueño"	1	Grazziana Sampietro	29-10-09
Hobby	Su hobby es ir al gimnasio	1	Grazziana Sampietro	29-10-09

Hobby	Su hobby es leer, escuchar música...	1	Cynthia Coppiano	29-10-09
Show	Modelo que se roba el show	2	Tatiana Macías	29-10-09
Hobby	Su hobby es ir al cine	2	Tatiana Macías	29-10-09
Fútbol	... aprendió a hablar de fútbol ...	2	Gabriela Pazmiño Yépez	30-10-09
Volleyball	... fue jugadora de volleyball	2	Gabriela Pazmiño Yépez	30-10-09
Básquet	... practicó gimnasia, básquet ...	2	Gabriela Pazmiño Yépez	30-10-09
Miss	... tercera finalista de Miss Ecuador...	2	Mirelly Barzola	30-10-09
Hobby	Su hobby es sembrar plantas	2	Paola Farías	30-10-09
Casting	... ingresó a través de un casting ...	1	Kelly Campoverde	30-10-09
Hobby	Su hobby es bailar...	1	¡Todo un bocadito! Anny “soy la diosa del amor”	2-12-09

Author: Paula Ortega Preti

Chart Fourteen

Variable: **Tabloid El Extra**

Subvariable: **Social Pages**

Anglicisms	Examples	Word repetition number	Title of the article	Date
Show	El show se dará hoy a las 19H30	1	Concierto	3- 12-09
Show	... hacer el show cívico...	1	Pasillos, desfiles, conciertos y bailes populares para quiteños	3- 12-09
Show	El viernes abrirá con un show romántico	1	Vuelven las Peñas a La Gloria	2-12-09

Author: Paula Ortega Preti

Chart Fifteen

Variable: Tabloid El Extra

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Gol	Pelé consiguió su 1000 gol ...	5	José Francisco Cevallos, el más querido de los brasileños	3- 12-09
Fútbol	Torneo ecuatoriano de fútbol ...	1	La copa del campeón se arma en Cuenca	3- 12-09
Penals	... todos los penals que atajó...	4	José Francisco Cevallos, el más querido de los brasileños	3- 12-09
Show	Es recordar el show del arquero.	1	José Francisco Cevallos, el más querido de los brasileños	3- 12-09
Short	...en camisa playera y shorts ...	1	Lo que se vivió la hora del partido.	3- 12-09
Fans	... y los autógrafos para los fans ...	1	Kinito dijo no!	3- 12-09
Master	En la categoría master ...	1	U. Española y Didi ganaron apretados en semifinales	3- 12-09
Fútbol	Los albos son una máquina de fútbol	3	Liga Campeón	27-10-09
Gol	Todos festejaron el gol	3	Liga Campeón	27-10-09
Fútbol	Están a 90 minutos de hacer historia en el fútbol de Guayaquil	6	River Plate si gana está en la B	27-10-09

Fútbol	Aficionados al fútbol fueron testigos...	5	Kaviedes ¡Ya se puso la de Emelec!	29-10-09
Gol	El gol de Caicedo le daba el sueño hecho realidad	1	Kaviedes ¡Ya se puso la de Emelec!	29-10-09
Record	Todo un record para este club que se fundó hace solo 2 años	1	Kaviedes ¡Ya se puso la de Emelec!	29-10-09
Club	Todo un Record para este club que se fundó hace solo 2 años	2	Kaviedes ¡Ya se puso la de Emelec!	29-10-09
Fútbol	Mi aspiración es que llegue muy alto en el fútbol	5	Si mi hijo queda campeón seré la madre más feliz del mundo	29-10-09
Secret	Nos llega información a nuestro secret e-mail	1	Domingo deportivo	29-10-09
e-mail	Nos llega información a nuestro secret e-mail	1	Domingo deportivo	29-10-09
Fans	... como algunas de sus fans creen...	2	La nueva novia del jugador más caro del mundo	29-10-09
Miss	Marissa... fue Miss Zamora 2002.	1	La nueva novia del jugador más caro del mundo	29-10-09
Fútbol	Hace dos años dejé el fútbol ...	3	Jaime Iván Kaviedes espera jugar un tercer mundial	28-10-09
Gol	... llegó el gol del argentino...	4	Emelec ganó, pero los hinchas salieron bravísimos	30-10-09
Fútbol	Bicampeón del fútbol ecuatoriano	3	Chullas con medio título en el bolso	30-10-09

Clubes	... a nivel internacional y con los clubes ...	1	Albos de nuevo en Brasil	30-10-09
Charter	Desde ayer los charter están llegando...	1	Albos de nuevo en Brasil	30-10-09
Fútbol	... en el fútbol , cualquier cosa puede pasar...	2	Liga de Quito viaja hoy sin presión	30-10-09
Charter	... de Guayaquil en carro y luego al charter que salió desde Quito...	1	Sarita ¡La hincha más chiquita de Liga!	1-12-09
Fútbol	El vestidor que una vez utilizó el “rey del fútbol ”	3	Extra por dentro del Maracaná	1-12-09
Gol	La pelota vieja con la que Pelé hizo el gol ...	3	Extra por dentro del Maracaná	1-12-09
Club	... debido a que el estadio no es ningún club .	1	Extra por dentro del Maracaná	1-12-09
Bares	... en la parte de afuera están listos los bares para la final...	1	Extra por dentro del Maracaná	1-12-09
Fútbol	... torneo ecuatoriano de fútbol ...	2	Dep. Quito tiene todo para ser campeón	1-12-09
Gol	...72 puntos más 54 de gol diferencia...	2	Dep. Quito tiene todo para ser campeón	1-12-09
Club	... y esperar que algún club le dé la oportunidad...	2	Kaviedes pisó el monumental	1-12-09
Fútbol	Kaviedes expresó sus deseos de volver al fútbol ...	1	Kaviedes pisó el monumental	1-12-09
Fútbol	... total de 62 encuentros <i>(cont.)</i>	1	Albos quieren completar el millón	2-12-09

	de fútbol ...		de dólares	
Clubes	Mundial de Clubes	2	Albos quieren completar el millón de dólares	2-12-09
Fútbol	La historia del fútbol ecuatoriano	1	La verdad de los responsables de Liga de Quito	2-12-09

Author: Paula Ortega Preti

Quantitative Tabulation

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	F	%
Anglicisms	News	123	9.08%
	Ads	858	63.32%
	Social Pages	26	1.92%
	Sports	220	16.24%
	Reports	128	9.44%
	Total	1355	100%

Author: Paula Ortega Preti

Chart Seventeen

Variable: Local Newspaper “El Mercurio”

	Section	F	%
Anglicisms	News	33	6.60%
	Ads	281	56.20%
	Social Pages	6	1.20%
	Sports	139	27.80%
	Reports	41	8.20%
	Total	500	100%

Author: Paula Ortega Preti

Chart Eighteen

Variable: Tabloid “El Extra”

Anglicisms	Section	F	%
	News	31	8.88%
	Ads	158	45.27%
	Social Pages	3	0.86%
	Sports	79	22.64%
	Reports	78	22.35%
	Total	349	100%

Author: Paula Ortega Preti

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word repetition number
Full	679
Club/Clubes	110
Fútbol	110
Laptop	80
Gol/goles	72
Web	46
Show/Shows	46
Jacuzzi	35
bar/ bares	35
Discjockey	32
call center	29
DVD	27
líder/líderes	27
rock/rockero/rock and roll	26
tennis/tenis	24
LCD	23
Miss	23
Pedigree	19
Software	19
Marketing	18
Penthouse	18
master/masters	17
Reality	17

Gay	16
Sunroof	14
CD	13
Chip	13
Chat	13
Pop	13
filme/filmes/filmar	13
ranking/rankings/rankeados	13
robot/robots	12
Nightclub	11
Hardware	11
record/records	11
Sexy	11
Hobby	11
volley/volleyball/volei/voleibol	11
Jeans	10
e-mail/e-mails/mail/mails	10
penal/penals/penalty	9
spray/sprays	9
Hot	9
Mall	9
Reggaetón	9
Trailer	9
Split	9
Top	9
Minimarket	8
designer book	7
chequeo/chequearse	7
Fans	7
sánduche/sánduches/sanduchería/sandwich	7
blogs/bloguero	7
Casting	6
Shopping	6
Cake	6
Brownie	6
sex shop	6
básquet/ básquetball	6
flash/ashes	5
set/sets	5

Singles	5
Swinger	5
Cosplay	5
kit/kits	5
Striptease	4
baby shower	4
Wakeboard	4
estándar/estándares	4
Covers	4
hit/hits	4
punk/punkeros	4
on-line	4
Whisky	4
Blackouts	4
family room	4
Lobby	4
BBQ/ barbiquiu	4
closet/closets	4
Telemarketing	4
Lunch	4
Sportman	4
Breaker	4
Surf	4
Holl	3
Webcam	3
Open	3
cómico/ comics	3
Business center	3
hip hop	3
Airbag	3
Transfers	3
Ticket	3
Stress	3
Charter	3
long play	3
Plotter	3
Jazz	3
Tipear	3
look/looks	3
Karting	3

Sprint	3
light welter	3
Feather	3
Esquí	3
Wireless	2
street ball	2
Slalom	2
Cheerleader	2
Pewee	2
Cheerzones	2
Fitness	2
Nylon	2
anchor/ anchors	2
pimpón/ ping-pong	2
Stands	2
Shock	2
Soundtrack	2
Coctel	2
Tuning	2
city tour/s	2
Resort	2
Indoor	2
Container	2
Walking	2
Marketing	2
Banners	2
New	2
Off	2
golden box	2
pop rock	2
jonrón/es	2
Béisbol	2
Rallys	2
Round	2
Fly	2
Rugby	2
Laser	2
Golf	2
Badminton	2
show room	2

Scout	2
Rol	2
Campus	2
self service	1
Coach	1
Hostess	1
Hotdogs	1
Motel	1
Mainboard	1
Fax	1
Pie	1
Videoblogger	1
Clip	1
Tips	1
Crack	1
Geek	1
URL	1
Disempowerment	1
end-to-end	1
Silver	1
Cool	1
Webmaster	1
Website	1
Piercing	1
Cupcake	1
Playoff	1
hat trick	1
Referi	1
Welter	1
Pitcher	1
Junior	1
down hill	1
Performance	1
Link	1
House	1
Bypass	1
Strapless	1
full color	1
partner business manager	1
Videoclips	1

Bonustrack	1
Permafrost	1
Afrobeat	1
Medley	1
Bingo	1
Hockey	1
Networks	1
Press	1
Racquetball	1
Boxeo	1
body fitness	1
Corner	1
Mister	1
fast track	1
Streeper	1
Smoking	1
Mixers	1
Rap	1
Pack	1
Pipol	1
heavy metal	1
Rating	1
Staff	1
Short	1
Secret	1
Gold	1
Flirteado	1
drag queen	1
Snacks	1
Model	1
Manager	1
Total (213)	2204

Author: Paula Ortega Preti

DISCUSSION

The Discussion section is perhaps the most significant part of this research work. The theoretical background represents the scientific support of this investigation. It includes solid concepts about the main areas of study within this research. Moreover, it contains the description, analysis and interpretation of results, which are discussed after three approaches. Firstly, it presents a linguistic analysis of the qualitative data that were collected. Secondly, it contains a comparative analysis, which is based upon the quantitative charts. Lastly, there is a sociolinguistic analysis, which takes into account the opinions gathered during field research. As a final point, this section shares the conclusions, which were reached after the entire process of investigation.

In other words, this part helps establish connections, both interpretative and explicative, among the theory and the results obtained from the experiences during field research.

Theoretical Background

The following theoretical background constitutes the scientific basis upon which this research is constructed. This of course, is due to the fact that it presents the most relevant information concerning the topic being studied. For instance, it contains the definitions of language and language change, of linguistics and its branches, and of anglicisms and important conclusions of prior studies, among others.

All the concepts that have been taken into account, for this framework, will help support the development of specific ideas, as well as the analyses that will be conducted throughout this investigation. In essence, this section will facilitate the understanding of the proposals and contents that make up this research.

Language

According to Martinet (1966), language “is conceived essentially as an instrument of communication” and “an aid to thought”, since “man uses language frequently to express himself”. For this reason, he suggests, it is often referred to as a “human faculty”, part of the “human institutions”. He also explains, the latter “are the result of life in a society” and moreover, “they can be widespread and even, as is the case of language, universal, without being identical from one community to another”.

In addition, Finocchiaro (1964) states that “language is a system of arbitrary, vocal symbols which permit all people in a given culture, or other people who have learned the system of that culture, to communicate or interact”.

Expanding the above definition, Saville-Troike (2007) insists on the fact that a language is a system because it consists “of recurrent elements which occur in regular patterns of relationships”. In this system, she explains, there is an unlimited possibility of creating and understanding sentences that may have never been heard before, as

a result of applying and comprehending “the principles by which the words are combined to express meaning”. The other characteristic of language, she expresses, is being “symbolic”; therefore, the “sequence of sounds or letters do not inherently possess meaning”. Instead, “the meanings of symbols in a language come through the tacit agreement of a group of speakers”, as she affirms. Finally, the author says that language has a collective feature, for it “reflects the social requirements of the society that uses it” and, furthermore, it can only be judged by “the success its users may have in achieving the social tasks that are demanded of them”.

Linguistics

For Martinet (1966), Linguistics is the scientific study of human language, specifically, because “it is founded on the observation of facts and refrains from picking and choosing among the facts in the light of certain aesthetic or moral principles”.

Complementing the previous statement, Saussure (1996) suggests that linguistics also deals with the history of languages, and with the social or cultural influences that shape their development. For this reason, he distinguishes among synchronic and diachronic linguistics. The first term involves the portrayal of a language as it is in a set time; while the second is related to its structural changes and historical advances.

Linguistics, then, after analyzing the concepts above, considers all facets of human language that involve the way the speakers use their native language and what they need to know in order for them to communicate, as Nunberg and Wasow (1997) claim.

Branches of Linguistics

Linguistics nowadays, as Johnson (2009) mentions, “has blossomed into an interdisciplinary science comprising a number of subfields and several schools of thought”. She considers that the foundation for these interdisciplinary fields is “formal linguistics”, which is the study of the structures and processes of language. She, then, agrees with Díaz-Rico and Weed (1995), for whom the main “subsystems that allow us to study the distinct components” of a language include phonology, morphology, syntax, semantics and pragmatics.

Phonology

For Díaz-Rico and Weed (1995), “The phonology of a language is the way in which speech sounds form patterns”. They also mention that “Speakers’ phonological knowledge enables them to form meaningful utterances and to recognize what is or what is not a sound in their own language”.

The authors take into consideration the existence of three “phonological components”, which are phonemes, pitch and stress. According to them, phonemes are the sounds that compose a

language and are also “the distinctive units that ‘make a difference’ when sounds form words”. They illustrate this statement by explaining that “because the only difference between the two Chinese words /ti/ and /di/ is the initial consonant, /t/ and /d/ are phonemes in Chinese”. Lastly, the writers say that every language has acceptable ways for combining their phonemes. This is known as “phonemic sequences”, which, depending on the language, can occur at the beginning, middle or final position in a word. An example is the sequence /sp/, which in Spanish appears medially, as in the term *espejo*, but never initially. This fact, as the authors state, is the reason why native Spanish speakers say “*espeak*” when speaking in English.

Another feature of phonology is pitch, which is considered to be an important sound quality when it comes to “distinguishing meaning within a sentence”. For instance, one sentence can be a statement if said with a falling pitch, but it can be changed into a question if the pitch is raised at the end. In other words, pitch determines meaning.

As a last point there is stress, which can occur, like pitch, at the word or sentence level. The authors explain that “Within words, specific syllables can be stressed”, and in languages like Spanish, sometimes the accent mark ´ is used to indicate a stressed syllable. Stress, as well as pitch, can also modify the meaning of words and in a sentence, it is used to vary emphasis.

Morphology

Regarding Díaz-Rico and Weed (1995), morphology is “the study of how words are built” and so it deals with “the meaning units in a language”. It begins by concentrating on morphemes, which are considered to be “small, indivisible units” and, more importantly, “the basic building blocks of meaning”. They also add that these can be represented by a single sound, a syllable, or two or more syllables. Moreover, “two different morphemes may have the same sound”, which is the case of “-er in *dancer* (“one who dances”) and the “-er in *fancier* (comparative form of *fancy*)”. Also, morphemes can vary their phonetic forms; for example “The regular plural -s can be pronounced either /z/ (*bags*), /s/ (*cats*), or /ɪz/ (*bushes*)”, as Díaz-Rico and Weed explain.

Morphemes, as Fon (2009) suggests, can be categorized “according to positions”, “according to functions” and “according to semantics”, but this paper will focus on the first two categories since the third one is redundant. According to their position, morphemes can be free or bound. A free morpheme is one that can stand alone and have meaning, as the word “farm”; in contrast, a bound morpheme is one that needs to be attached to another morpheme and never stands as a word itself. An example of a bound morpheme can be *-ly* in the word *friendly*, as can other prefixes and suffixes.

The other categorization for morphemes, basically for bound morphemes, depends on their function, and so they can be derivational or inflectional. A derivational morpheme “changes the meaning or lexical category of the words to which it attaches”. For example, if we add the suffix *-ly* to the noun *love*, it becomes *lovely* and changes from being a noun to being an adjective. Inflectional morphemes, on the other hand, have a strict grammatical purpose and so they do not change meaning or parts of speech. An example is attaching the suffix *-ed* to the verb *work*, where the new form *worked* is still a verb but in a different tense.

From this we can see that words can consist of one morpheme, that is to say, a root with no affixes linked to it, or it can be more complex consisting of more than one morpheme, like affixes (prefixes, infixes or suffixes) attached to the root.

Syntax

This branch of linguistics, according to Burneo (2007), deals with the rules that manage the manner in which words are put together to construct phrases, clauses and sentences. Consequently, the syntax of a language as she expresses, “is based on a finite set of principles, which norm the construction of meaningful strings of words”. The principles comprise a group of Phrase Structure Rules, the Lexicon and a Lexical Insertion Rule, that will allow a speaker to

mix elements of language in an attempt to communicate in a meaningful way.

Concerning syntactic research theories, one of the most significant ones is Chomsky's Generative Grammar, which sets a limited number of rules that generate all the feasible patterns for the production of proper sentences. Moreover, Chomsky (1965) introduces the terms "surface" and "deep structure" of a sentence. The first deals with the grammatical form of the sentence, and the latter regards the meaning of the sentence. To this, *Pinker* (2007), argues that the term was misused in its beginnings and illustrates a chic definition:

Deep structure is the interface between the mental dictionary and phrase structure. In the deep structure, all the role-players for [the verb] appear in their expected places. Then a transformational operation can 'move' a phrase to a previously unfilled slot elsewhere in the tree. That is where we find the phrase in the actual sentence. This new tree is the surface structure (now called 's-structure,' because as a mere 'surface' representation it never used to get proper respect).

Semantics

Regarding semantics, De Swart (1998) defines it as "the study of meaning expressed by elements of any language, characterizable as a symbolic system". To this, he adds that the aim of this branch is "to describe the meaning of linguistic elements and study the principles which allow (and exclude) the assignment of meaning to combinations of these elements". This meaning, however, as

Wiśniewski (2007) clarifies, relates to “denotation” or the meaning found in the dictionary. The other type of meaning called “connotation” relates to the speaker meaning and so is of interest to the branch of pragmatics.

Semantics, states Wiśniewski, analyzes words in different ways in order to describe as many characteristics of meaning as possible; the first one regards their semantic features, which are basic elements that allow the differentiation of words. They are also analyzed by semantic roles, which explain the way in which words are used in sentences and the functions they fulfill. “Another issue investigated by semantics is relationships between words”, and here we have synonyms (two words with almost identical meaning), antonyms (two words with opposite meaning), hyponymy (one word included in the meaning of a broader term), and so on.

Pragmatics

Lockerby (2009) describes pragmatics as the field that studies how people produce and comprehend the language they write, read and speak. He says that “Pragmatics is about the shared knowledge that we all must use as a tool to understand words”. In addition to this, Saville-Troike (2007), reveals that the “Knowledge that people must have in order to interpret and convey meaning within communicative situations”, is called pragmatic competence. This includes being aware of the social distance and social status between

the speakers involved, as well as the cultural knowledge such as politeness, and the linguistic knowledge —explicit and implicit—, just as Holmes (2008) suggests.

Morphological Procedures

“Modern speech is enriched every few years by the introduction of a new color-name of quite exact meaning”, as Jespersen (1964) explains. He also mentions that the most significant system for lexis enrichment is analogical creation, which can be “presented in the form of a problem in proportion”. The example he gives relates to Vulgar English and the formed verbs “elocute” and “evolute” from the nouns “elocution” and “evolution”. This is considered an analogical creation because there are numerous pairs of words that have that same relationship and so the process of creation just follows that formula. Examples of pairs that led to the formations were “promote”：“promotion”, “regulate”：“regulation”, and so on.

The main morphological procedures related to the creation of new words are: composition, derivation and parasynthesis. Composition, according to Jespersen, is basically blending into a single word, the various words from a phrase; this single word is called a “compound word”. For instance “midnight” and “midday”, are no longer phrases but are considered to be compound words, since “the first element is a word no longer used in ordinary speech”.

Most of all, the new words are created from old words by the derivation process, expresses Jespersen. This process consists of adding prefixes or suffixes to already existent words, in order to form a new one. He gives a good illustration: “the new word unequal was formed from the loan-word equal on the model of such pairs as like: unlike”. This, of course, is an example of adding a prefix to a word. The same thing happens with adding suffixes, but this cannot be done arbitrarily but rather using analogical creation. Examples of these are “respectful”, “forgetful” and “masterful”, which are derivatives from the Old English compounds such as “sorrowful” and “shameful”.

In regards of parasynthesis, Halpern (2009) claims that it is a procedure that has been relegated, and has not been sufficiently explored by linguists, who have been dealing with prefixation and suffixation but separately. “The parasynthetic derivation implies the combination of the two types of derivation”, which means that consists of the “simultaneous presence of a suffix (element of the change of the grammatical class) and of a prefix (element which performs the function of aspectivation, of notional modification of linguistic substance)”. However, according to Halpern, an authentic parasynthesis exists only when “the stem can be associated in the language with the two affixes in the same time”. Of course, as she argues, cases of parasynthesis are exceptionally rare, and that is the reason why the research in this particular field is insignificant. An

adequate example of this procedure is present in the French word “embarquer”, since “embarq” or “barquer” do not exist; for this reason “the presence of the two affixes in the same time is obligatory”, as Halpern states.

Historical Linguistics

Under the concept developed by Ducrot and Todorov (1995), Historical Linguistics is “the study of language change over time and the process of linguistic change.” This means that it addresses issues regarding language evolution, its genetic origins, and the possible relationships between languages. The interest in studying Historical Linguistics, and applying it to other fields such as History and Archeology, allows the discovery of different communities’ cultural expressions over time, thus helping to have better chronological accuracies about them.

Treatment of Linguistics as a discipline, explain Ducrot and Todorov, dates back to the nineteenth century, with the research done by the so-called Neogrammarians, who were scholars dealing with the origin of European languages. At that time and for linguistic study, it was necessary to address the subject from two different perspectives, as the authors suggest. The first one says that language change “is not only due to the conscious will of men, but is also related with an internal necessity”, which means that can be done by including voluntary words by direct action of human beings or by the

very evolution of language through time. The second view explains that with regard to use, the language change “is regular and respects the internal organization of languages”, considering that only the frequency of the regular use of words will determine whether or not they are indeed incorporated. For that reason and in order to explore more deeply the origin of words, etymology is created, determining linguistics as a science.

The different opinions regarding language evolution and the linguistic approach are grouped into two different concepts: the structuralists, who identified words by their origin, comparing them with others in a certain time and by specific causes, and the diachronic linguists who adhere to the treatment of language as a continuous evolving process, without cuts. Additionally, Linguistics had its support in the study of phonetics, since word and language variation were expressed in changes of pronunciation which over time were included in the daily and constant use.

Among the synchronic methods used by linguists, are those based on comparative research (comparing similarities and differences between languages), others regarding internal reconstruction that investigate the movement and changes on one language alone, and, finally, a third method dealing with the recognition of genetically developed words that relate to the history of human beings in a particular time.

Language Change

Holmes (2008) says that “All language change has its origin in variation”), since a linguistic change becomes a possibility as soon as a new form develops and is used alongside an existing form. If this new form is spread, the change has begun its progress and if it replaces the old form to the point where it disappears, then it has become a “fait accompli”; in other words it has come to its finishing point and the result is linguistic change.

Holmes mentions as well, that it is not language itself which changes; instead, the change is present in the use of language given by speakers or writers. So according to Holmes, the precise description for language change is “speaker innovation”; to this, she adds that “speakers innovate, sometimes spontaneously, but more often by imitating speakers from other communities”. These innovations can be spread in a variety of ways; one of them is from group to group. To explain how this type of spreading works in a community, it is compared with waves, meaning that it spreads concurrently in different directions, but not essentially at the same rate in all directions. The speed of change and the directions in which the waves move more rapidly, will depend on social factors such as age, status, gender and region.

Another theory of how change spreads suggests that in speech, the change goes from one style to another, perhaps “from a more

formal speech to a more casual speech” and that it is systematic, since it also stretches from one person to another in the same social status, and then from one social group to another. Also in regards to sound changes, it is noticeable that the spread occurs from one word to another, a phenomenon described by Holmes as “lexical diffusion”; this change could take centuries before completion.

There are different reasons for language change; some relate to social status, others are related to gender and there is also the involvement of interaction. According to Holmes, the linguistic changes relate to social status, when members of a high status group introduce changes borrowed from a community that seems to have higher prestige. She also mentions that “interestingly, it is not people at the bottom of the social heap who tend to innovate in this way, but rather those in the middle of the pile”.

An additional source of variation deals with gender, where sometimes women are the innovators that guide us towards a linguistic change and in other situations it could also be male leaders of this process. Now, depending on the gender, the change can upgrade to a higher status form or to a vernacular (casual) form. In this sense, men are mostly linked with changes that usually introduce vernacular terms, and women tend to bring in both vernacular and prestige norms.

“Interaction and contact between people is crucial in providing channels for linguistic change”, states Holmes, and explains that in communities where the contact with the outside world is limited, linguistic change has a slower development. Under this category, media play an important role, since new terms can gain popularity and recognition from their use in the media. However, for an innovation to be actually adopted by a group, it will have to be passed on through more than one agent.

Language Vice

Carreño (2009), makes reference to language vice as being aspects that alter the common flow of a communicative experience, which can be divided, according to their nature, into three main categories. The first category is known as “pragmatic vice”, which occurs when a linguistic form is used unconventionally. This type of vice includes archaisms and neologisms. Archaisms are defined by Wikipedia Encyclopedia (2009) as forms of speech or writing that are no longer in use, like the word “thy” in English, which was used in the past to address someone. Nowadays, we use the word “you” instead. A neologism, on the other hand, as Wheeler (2009) suggests, is a “made-up word that is not a part of normal, everyday vocabulary”. As an example he cites a Shakespeare’s phrase "I hold her as a thing enskied." Here the word enskied suggests that the girl should be placed in the heavens.”

The second category is related with “syntactic vice”, since they fracture directly the grammatical structure; among the more common: catachresis, solecism, cacophony, and pleonasm. The first term, catachresis, as Scaife (2009) states, is “a harsh metaphor involving the use of a word beyond its strict sphere”. For instance, the phrase, “I will speak daggers to her”, from Hamlet. We know that a person speaks words but cannot speak daggers; despite this, readers know “Shakespeare means Hamlet will address Gertrude in a painful, contemptuous way.” Regarding solecism, Wikipedia Encyclopedia (2009) describes it as “a grammatical mistake or absurdity, or even a simply non-standard usage”, and discloses the following example: saying “He ain’t going nowhere” instead of “He isn’t (or is not) going anywhere”. The next vice under this category is cacophony, which is defined by Wheeler (2009) as “the use of words that combine sharp, harsh, hissing, or unmelodious sounds”. A good example of this, mentions Wheeler, is Lewis Carroll’s poem “Jabberwocky”, where he uses “unpleasant spoken sounds created by clashing consonants”. Pleonasm, Wheeler suggests, is “a habit of speech or writing in which an idea repeats itself in a single sentence”. In other words, a redundancy, as the examples he gives: using “tiny little town, instead of tiny town or little town.” Finally there is monotony. Carreño (2009) assures that monotony is basically the lack of vocabulary in a specific communicative act which results in the abused repetition of words.

The last category is an example of “semantic vices”, and according to Carreño, these do not alter the pragmatic or syntactic order; however, they influence and disrupt the meaning by the insertion of bizarre vocabulary with an equivalent in the native language. Contemplated here are the terms amphibology and barbarisms. Amphibology, as submitted by Audio English Dictionary (2009), is an uncertain and confusing grammatical construction. For example in the sentence “they are flying kites” can mean either that someone is flying kites or that something is flying kites. A barbarism, though, is the use of words, forms, or expressions considered incorrect or unacceptable. (Farlex, 2009).

Neologisms

Etymologically this term refers to the creation of a word. The origin is Greek and is formed by neo, which means new, and logo that signifies word. According to the Dubois et al. (1979), a neologism is every word of recent creation or recently taken from another language and even a new designation of an antique word. This concept is complemented in Wikipedia Encyclopedia (2009), by making reference to the factors that cause the creation of words. It says that a neologism is a new word that emerges into a language, either borrowed from another language or from a brand new creation. The construction of neologisms is the result of fashion or the necessity for new denominations.

Society development itself and its consequent interaction of individuals in novel and changing circumstances, determines the origin of words corresponding to those new life conditions. In this sense, the creation or accommodation of words is not only constant, but is also a source to meet the needs of communication. Precisely, the proliferation of new words in a short time has been mainly attributed to media. These innovative words also arise from new events, accomplishments and even pieces that did not exist in the past. In this case, the situation is an act of creation, a conceptual invention. Nevertheless, a neologism also refers to the creation of a word for the sake of novelty and modern styles.

Languages themselves recur to various word formation sources, such as composition, derivation and parasynthesis, as mentioned earlier. Besides, neology becomes present both in form and meaning; in form when a word that did not exist is suddenly constructed, and in meaning when a new connotation is given to an existent word.

Neologisms are different from barbarisms, to which these latter refer as a mistake in pronunciation, misspelled words, or the use of improper vocabulary, according to the Dictionary of the Royal Spanish Language Academy (2009); however, it is frequently accepted in daily communication, it could be considered a linguistic innovation. Regarding this, something that begins as an error can become formally accepted and thus included into the language.

Concerning the relationship between neologisms and anglicisms, the same criteria about the frequency and insertion in use apply, even when it comes to linguistic loans from the English language. This inclusion is caused by several factors; among the most important are the use for the sake of fashion, to refer to a situation which originated in the English-speaking world, or the creation of new words from industrially advanced and English-speaking communities. In this last case, society does not generate a translation; instead, it simply welcomes the word, acquiring the phonetic sound and spelling of the English language for this particular word.

Barbarisms: Anglicisms

The term barbarism refers to the erroneous or incorrect use of the lexicon. It relates to anglicisms whenever a word of English origin has resistance and is temporal in its intention of incorporating progressively in the Spanish Language. This situation is also known in Spanish as “extranjerismo no incorporado”. (Carreño, 2009).

The meaning of the word anglicism makes reference to the linguistic loans from the English language towards another language. The sociological reality with respect to anglicisms is that the whole world is influenced by the English-speaking communities, mainly by the United States; thus the English language has great influence over Spanish. This effect is not only portrayed by the use of some words

due to fashion issues; it also occurs through the nonexistence of accurate translations for specific words that submit to certain situations, events, or objects. Another sociological factor that determines the presence of anglicisms is technological development that implies the invention of new gadgets and technologies, resulting in the creation of new vocabulary words. This matter is clearly stated by Márquez (2006), when she gives examples of the universal terminology that is used in regards to Computer Science. Some of these terms are: bit, click, banner, router, gigabyte, reset, and so on.

Among the mechanisms of anglicisms diffusion, are commonly named the incidences of massive media that interact between English-speaking countries and Spanish-speaking receivers. On this subject, as an example, Wikipedia Encyclopedia (2009), indicates that practically, every section of the media (Spanish press) incorporates anglicisms: “in the so-called feminine press we find terms like shorts, jeans, gloss, lifting, celebrity, mall, blue jeans, happy hour and shopping”, and even in the sports section, anglicisms appear more frequently.

F. Carrión adds that, somehow, it would be possible to affirm that anglicisms are incorporated to keep some sort of loyalty with their original meaning in English; for this reason, those who reproduce communication avoid translation through distrust to change the origin sense. This way, they are sure that the incorporation of a word is more feasible than the translation with the

risk of misinterpretations. (personal communication, 1 December 2009).

Complementary to this reality, Sáenz (2005) states that the influence of the Occident over a globalized world has undertaken English as the official language, which implies that societies are open to assimilate key words in order to interact in this globalized phenomenon. There are layers in each society that can inject dynamism and speed up the process of word inclusion in the language, such as the case of teenagers, who in Spanish-speaking communities turn out to be both the receptors and reproducers, for that matter, of English words.

Culturally, a greater recurrence in the use of anglicisms has been demonstrated. Bernal (2006) emphasizes that, “one of the recurrent subjects had to do with the bad use and abuse of anglicisms, it is worth saying, vocabulary borrowed from English language”. He also mentions that journalists stated the difficulties to evade the influence of a language that leaks not only into the lexical and grammar structure of Spanish, but also into the various cultural expressions.

Foreign Language Interference

Transferring pieces from one language to another can be considered to be interference, as Skiba (2009) suggest, by citing the work of Berthold, Mangubhai and Batorowicz (1997). This so-called

interference can exist at different levels such as phonological, grammatical, lexical and orthographical interference.

Skiba also writes that, according to Berthold, phonological interference appears when items from the second language are influenced by the foreign accent, like stress, rhyme, intonation and speech sounds that belong to the first language. Grammatical interference deals with the influence of the first language on the second language regarding the order of words, such as the use of pronouns, tense and mood. Another level of interference is the lexical, which happens when words are borrowed from one language and are changed so they sound more natural in the other language. The last type of interference is called orthographic and appears when the spelling of one language modifies another.

Newspaper and Tabloid

For the field research in this project, the proposed variables have been newspapers (local and national) and tabloids. For this reason it is important to define each term.

The American Heritage Dictionary (2009) describes a newspaper as a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings. Abcteach (2009), adds that “it is an important method of letting the public know everything that is happening in their local area and around the

world”, and even with the expansions in computer technology, the newspapers are still an essential piece of everyday life.

One of the newspaper varieties is called a tabloid, which, following the definition given by Collins English Dictionary (2003), is a newspaper that puts emphasis on photographs and mostly distinguished by a concise and sensational style. An example of an Ecuadorian tabloid is “El Extra”, since it tends to sensationalize, emphasize and even exaggerate the crime stories that it publishes.

Previous Studies

Some research, a number of studies and various treaties have already been written about anglicisms; one that is worth mentioning was done by Günther Haensch (2005) under the Spanish title “Los Anglicismos en el Español de América”. His most important conclusion, as Haensch himself mentions, suggests that the lexical loans and borrowed words coming from English are a very important factor when it comes to the differentiation of the lexicon of the distinct Hispano-American countries. This applies towards the Spanish spoken in the peninsular regions as well as the American varieties of Spanish-speaking communities, especially in those cases where the only usual word to denominate something specific is an anglicism, such as the term *clutch*/e (*embrague* in Spanish) to refer to the clutch of the car. In his research Haensch also concludes that geographic distribution of anglicisms and their meanings, or the

different notions for them in Spain and Hispano-America, seem to be arbitrary. Therefore, anglicisms have their own linguistic geography around the Spanish-speaking countries.

Another study done on anglicisms belongs to Freddy O'Rea and is known by its title in Spanish as "Spanglish a la Monaguense". This research is an account of the anglicisms of daily speech use in the state of Monagas in Venezuela. In this exploration, the author concludes that the presence of oil production and foreign companies began a period of word immersion into the common language of natives of a region in Venezuela. In addition, this first influence was reinforced by the diffusion of these same words through different channels of the regional mass media. Finally, he suggests that the process of globalization made definite and solid the inclusion of the anglicisms into the language.

A third and very interesting monographic study is attributed to Ileana Torres Rojas who attractively called it "Spanglish: Un cóctel lingüístico". This research takes into account the cultural fusions that derive from the use of a combined language, specifically the Spanish-speaking communities, influenced by anglicisms.

Due to social phenomena like migration, some authors say, it is not a liberalization of the language, but rather a marginalization because it is used by a population who has weakened its own identity. Regarding this matter, there are detractors but there are

also individuals who defend this new form of using the lexicon and thus the language. Complementary, the author wraps up saying that there is a tendency, among the Spanish-speaking communities, to use this “hybrid” as it has been named by some language scholars. She also mentions that its use is not only attributed to Spanish-speaking individuals that live in the United States, as many thought; instead it has transcended the limits of that country and expanded into other countries as well.

Finally, just as Crystal (2005) affirms, there is no reason to be fearful of embracing new terms because they are a common feature of language change. Furthermore, they help increase “word power” by enhancing the lexicon of the individual that takes advantage of them.

DESCRIPTION, ANALYSIS AND INTERPRETATION OF RESULTS

The current section will explain, analyze and interpret, in the best possible way, the results obtained in field research, regarding the use of anglicisms in Ecuadorian newspapers.

In order to achieve this, three basic analyses will be done: these being of a linguistic, a comparative and a sociological nature. The first study has a qualitative characterization, since it describes many of the English terms that appear in a Spanish context. The second one is more quantitative, because comparisons will be made based upon acquired statistical data. Finally, the last analysis will determine the thoughts of the community toward these borrowed words.

Linguistic Analysis

The following is a linguistic analysis of some of the anglicisms found in Ecuadorian newspapers. This analysis will determine, in first place, the origin of the term and whether or not the word has been included in the Dictionary of the Royal Spanish Language Academy. In other words, it will contain an etymological analysis of the anglicism.

In addition, there will be a syntactic- semantic analysis, which will explain the different functions the term performs in English and how its usage is similar or different when referred to in a Spanish

context. This aspect is observed by illustrating the phrases from field investigation which reveals the Spanish background in which the anglicisms appear.

Finally, this analysis details, from a morphological point of view, whether the term has suffered any changes or for that matter any adaptations during the time it has been used within a Spanish environment.

Variable: “El Universo”

Estándar

The word *estándar*, has been admitted by the Royal Spanish Language Academy. This entity specifies that it comes from the English term *standard*. The etymology of this word tells us that, standard, comes from Middle English and that it might have appeared around the twelfth century.

This expression in English has two basic functions. It can be used as a noun, for instance: This University has some academic standards that have to be met; and it can appear as an adjective, for example: The student will use Standard English for his speech. In a Spanish context, the term has been used as a noun, thus the phrase “... los tres **estándares** son sólidos y no hay diferencias abismales entre ellos...”, even though it can also act as an adjective in this language too. In the context, where the word was found, it means something established as a model. This evidences, that we have not

only borrowed the word, but we have assumed the functions it has in English as well as its meaning.

Regarding the morphological changes the term has suffered when introduced to a Spanish context, we can clearly observe, from the above illustration, that a marked accent has been added, furthermore, a vowel at the beginning which goes better with Spanish pronunciation, and finally the last consonant “d” has disappeared. In addition, the plural form has been adapted to our language, by adding “es” ending to terms that end in consonants, as the rule explains.

Cómic

This term, as explained by the Royal Spanish Language Academy has been borrowed from the English word *comic*. However, when analyzing the etymology of this English word, which began to be used in 1576, one discovers that it derives from the Latin *comicus*.

Comic is used in English as an adjective when describing something humorous, as in “Depp is a comic actor”. Nevertheless, it is also a noun used, both in English and Spanish, to make reference to a comic book or comic strip. A clear illustration of its treatment in Spanish is “*Torneos y exhibición de **cómics** desde hoy*”, showing that the word has been considered in this language only by its second function and meaning.

This word doesn't alter in spoken language, but its morphology changes when it comes to the written language. A marked accent is added to the vowel in the first syllable. Finally, regarding the plural form of this term, in both languages an "s" is added at the end.

Link

This Anglicism has not yet been classified in the dictionary of the Royal Spanish Language Academy. Etymologically it is a Middle English term that became part of the lexicon somewhere around the fifteenth century.

Only one utility has been attributed to the term in English and that is to function as a noun. It is understood to be a joining factor, or in other words, an element that allows connection with other parts. Something similar is seen when the term *link* appears in a Spanish context, as is the case in the utterance "... *tenemos un **link** directo a...*" This term often appears when the Spanish background relates to Internet matters.

Link is another term that can be described as a carbon copy of its original version in English, that is to say neither the pronunciation nor its spelling has been modified when loaned and used in our language.

Robot

This term has been taken from the English lexicon and is now accepted by the Royal Spanish Language Academy in its dictionary. *Robot* is a successor of *robota* which comes from the Czech tongue, and it came into view in 1923.

The syntactic-semantic analysis evidences that the word robot is a noun in English and it can be defined as a complex machine that looks much like a human being and that performs activities automatically. By the same token, in Spanish this term adopts a similar connotation and function, as in “... *con su **robot** de la serie...*” But besides this, it can be employed as an adjective as well, for example in “... *a mover los dedos **robot**...*”

This anglicism can be enclosed in the group of those terms that have not undertaken any changes at the moment they are used within a Spanish written framework. However, there is a slight change in the pronunciation since in Spanish the primary stress is in the last syllable “bot”, whereas in English the stress comes in the first syllable “ro”.

Flirtear

This is a term that has been admitted into the vocabulary that composes the Royal Spanish Language Academy dictionary. It is said that *flirtear* is a word adapted from the English verb *to flirt*. The precise origin of the term is uncertain, but there is a possible

connection between it, and the East Frisian *flirt* and *flirtje*. It may also have some influence from the Old French *fleureter*. With such a vague etymology, the only assured thing is the period in time where it appeared which is 1580.

As mentioned above, the term to flirt is indeed an infinitive verb; however, depending on the context, it can also come across as a noun, for instance “I always see Peter chatting with a different girl. He is a flirt!” Similarly in Spanish, this term acts in both roles, but field research provided only illustrations such as “... *después de haber **flirteado** con Zelaya*”, where it is working as a verb. Now, in this language it only means *coquetear*, whereas in English it is not only referred to as loving behavior without serious interest, but also to try-out something new.

Taking a look at the term flirt and its Spanish version *flirtear*, it is noticeable that there has been an attachment done and that it matches the infinitive endings “ar-er-ir” that are commonly found in Spanish verbs. Therefore it is clear that the borrowed anglicism is now treated the same as the verbs in the Spanish system.

Geek

The term *geek* originated in 1914, and is perhaps a modification of English dialect *geck* (fool), which derives from Low German. It is an anglicism that has not been adopted by the Royal Spanish Language Academy.

This English noun appears in Spanish as in the following utterance: “*Para un **geek** como Messina, todo esto lleva a la “supersión de los URL”*”, where it is assumed the same function. Likewise, the term makes reference to someone that is a specialist in topics of technology, just as in English. However, in this language, it is also used to denote a person who is very intellectual but detested and even as a carnival artist with a wild act.

There is no proof of adaptations that this word has suffered when incorporated into our language, being an exact duplicate of the English term. In other words, *geek* is spelled and pronounced equally in both English and Spanish.

Pedigree

The word *pedigree* originated from the Middle English term *pedegru*, somewhere around the fifteenth century. This anglicism has not been integrated into the dictionary of the Royal Spanish Language Academy.

In English, this noun is often employed to make allusion to the lineage, or purity of strain_of an individual. Equally, in Spanish, this term functions as a noun and is fundamentally used when the topic is related to animals and their ancestral line record, as in: “*Pastores alemanes con **pedigree***”.

On one hand, it is clear that there are not any changes in the Spanish spelling of this term, but, on the other hand, there have been

modifications in the pronunciation, such as in the primary stress. In English, this stress appears in the first syllable “pe”, whereas in Spanish it comes in the last syllable “gree”.

Motel

The term *motel*, as detailed by the Royal Spanish Language Academy, is indeed a word that has been borrowed from English. This anglicism, which appeared in 1925, is a fusion of *motor* and *hotel*, terms that have their origin in Latin and French, in that order.

In Spanish, this term acts like a noun, for instance in “*de oportunidad **motel***”. In this same language, it makes reference to an establishment located outside the city, offering temporary accommodation and in which each room has an independent entrance and parking area. Something identical happens when the word is used in English, since it has the same meaning and performs the same function.

Regarding the morphology of the term, it is clear that it is spelled exactly as it is in English, but when it comes to the articulation, there is a small modification. This is because in English the vowel “o” is representing its long sound and in Spanish it is pronounced using its short sound.

Snacks

The term *snack* is an anglicism which is not yet part of the dictionary of the Royal Spanish Language Academy. It began to be used in 1757 as a derivation of the Middle English *snak*.

This word was found in the following Spanish context “*Que va a contra con sánduches y **snacks** (aperitivos)*”, where it is evidenced that it functions as a noun and that it relates to a type of light meal. In English, likewise, this term defines the same kind of food serving, but it can also be used as a verb.

Concerning the morphological analysis, it is observed that no adaptations are done when the term is printed. Nevertheless, the pronunciation does vary since, in Spanish, we force the vowel “e” before the word, making it sound like the beginning of the English word *escape*.

Resort

It is known that the etymological origin of the term *resort* is Middle English, and that it became part of that language somewhere in the fourteenth century. Nowadays, it is used in Spanish, but it is still not included in the dictionary of the Royal Spanish Language Academy.

This word is regularly found referring to a recreational place which offers different services such as lodging and leisure for visitors.

Supporting this is the example: “*Alquilo departamento en **Resort de lujo***”, where it is not only referring to some sort of luxurious hotel but it is also a noun. Analogous to Spanish, in English it not only makes reference to the place mentioned above, but it can relate to a site that is very popular and frequently visited and can even be used as a synonym of resource. Moreover, in this language, it has other functions as well, and so it is often seen as a verb too.

When it comes to analyzing the morphology of this term, there is nothing much to say. Only, that it keeps the written form untouched, and that the pronunciation has a normal variation regarding the intonation and vocalization of both languages.

Variable: “El Mercurio”

Bar

The Royal Spanish Language Academy has accepted the term *bar* in its lexicon. Bar dates back to the twelfth century and etymologically it comes from the Middle English word *barre*.

In English, the word performs a variety of functions. It can be found as a noun, thus, in the utterance: Let’s meet at the bar for a beer. Also, it can be used as a transitive verb and even as a preposition. However, in Spanish, the word has been found to be only employed as a noun, for example in the context “*Charly Garcia terminó la noche de música en el **bar** Diva Nicotina*”. According to this illustration and to the usage given in Spanish, the term bar makes

reference to a place where food and alcoholic beverages are served. Similarly, is its meaning in English when it stands as a noun in a sentence.

Certainly, *bar*, does not undertake many changes at a morphological level, when it makes an appearance in a Spanish context, since it's spelled and pronounced in the same way as in English. Nevertheless, the term is modified if it emerges as a plural. Particularly, because in English only an "s" is added to the word; and in Spanish, we have to add "es" to all the words that end in consonants. Consequently, the plural of *bar* in Spanish will be *bares* and in English *bars*.

Club

The dictionary of the Royal Spanish Language Academy has included the word *club*, a term that has its origin in the thirteenth century, specifically coming from the word *clubbe* in Middle English.

In English, the word *club* presents two roles, it can either be acknowledged as a noun or a verb. Now, when utilized in a Spanish environment, the term is borrowed only as the first function mentioned. Evidence of this statement is found in the following example: "*Forma parte del **club** de poesía*". This reveals that the word keeps its connotation in both languages, that is, to denote a place where people who share common interests meet. This of course, since

we have only borrowed the term as a noun, and keeping in mind that in its mother tongue might have other meanings as well.

From a morphological point of view, the term does not experience great alterations, given that we write it the same way and that it is only changed when it comes to making it a plural, where we add our rule. Still, there is a vocalic variation in the pronunciation of the word, because we read it using the Spanish sound for “u” as in *UNO* and in English it is pronounced using the short vowel sound of “u” as in *tub*.

Gol

The term *gol* is accepted by the Royal Spanish Language Academy where it also specifies that the word is adapted from the English word **goal**. Looking back to its etymological origin, this term comes from Middle English and began to be used in 1531.

Likewise in Spanish, the word has only one function in English, ie. it is used as a noun. However, even as a noun it can have different connotations in English. For instance, it can make a reference to the finishing point of a race, or in regards to an aim in which effort is directed. Also it can mean the score resulting from the act of passing a ball through an area which is also called a goal. The same term in Spanish is only used to refer to the latter English meaning. Proof of this is in the following example: “*Todos festejaron el **gol***”.

A final consideration would be that this word does undergo a change, basically in its written form, when the vowel “a” of goal is dropped. In addition, this term follows the rule in Spanish for plurals, by adding “es” and turning *gol* into *goles*.

Líder

Líder is a term that has been adopted by the Royal Spanish Language Academy. Subsequently, the same dictionary suggests that this term is an adjustment of the word **leader**. This word first emerged in the fourteenth century. It comes from the Middle English verb *leden* which means to lead, and the suffix “er” that is attached to a verb in order to assign a person or thing which does what the verb describes.

This term alludes to something that leads or guides and thus works as a noun in English. Identically, in Spanish, it is commonly seen performing the same function, as in: “... *los líderes latinoamericanos...*” Yet, it can sometimes be used as an adjective, eg: “Empresa **líder** busca...” Within this context the term means that the company is the first in its ranking or the best in its class.

Considering the facts, it is easy to detect the morphological adjustments that the term has gone through, observed clearly when it comes to the vowels “ea” changed to its corresponding sound in Spanish “i”. Next, a marked accent has been added to the vowel “i”

and of course concerning the plural form of the term “er” ending is added.

Rol

Rol, is a term that has been recognized by the Royal Spanish Language Academy as an anglicism coming from the word *role*. Also, according to etymology, the English language borrowed this term from the French Language and made it part of its lexicon in 1605.

The only function of this word in English is to work as a noun, and it often refers to a character that has been assigned or assumed, thus, “Hanks performed a great role in his last movie”. With this in mind, and studying the phrase: “*Ahora estamos con ella, apoyándola para que cumpla un buen rol*” it is easily determined that this term, performs the same function and has the same connotation in Spanish as it does in English.

Regarding any alterations of the term, it is clear that in Spanish, the English pronunciation has been kept and, for that same reason it is spelled without the final “e”. The plural version of the term has an “es” ending and so at this point the pronunciation does vary, since the silent “e” in English is indeed read in Spanish.

Marketing

The word *marketing* is included in the Royal Spanish Language Academy dictionary and it is known to be a derivation from *market*.

This preceding term belongs to Middle English and dates back to the twelfth century. However, the term marketing did not appear on the scene until 1561.

In English, marketing is the process of selling and distributing goods; therefore this word operates like a noun. Comparatively, in Spanish it has been found performing the same role, for example: “*Ingeniero en **marketing***”. Furthermore it has the same meaning and it has a corresponding word in our language which is *mercadotecnia*.

Surprisingly, this term does not experience morphological changes in a Spanish context. On the contrary, it is a replica of the English word in which both the spelling and pronunciation are maintained.

Penthouse

The English word *penthouse* is known to be an alteration of *pentis* which is a Middle English term. It was initially used in 1525. This anglicism has not yet been integrated in the Royal Spanish Language Academy.

This term is defined in English as a small structure annexed to a building, but nowadays this noun also stands for a deluxe apartment that is usually located high up in a building and having a great view. This is exactly the meaning it represents in Spanish and the illustration “*Alquilo **Penthouse***”, supports the previous statement.

Spanish speakers have borrowed not only the phonology of this word, but also its written form. Though on revising evidence, penthouse seems to have a singularity, which is commonly capitalized on no matter where it stands in a sentence, as can be seen in the example above.

Kit

The anglicism *kit* is a term that has been accepted by the Royal Spanish Language Academy. This word derives from Middle English and its first usage goes back to the fourteenth century.

Currently in Spanish this term makes reference to a group of utensils that are used in order to fulfill a determined aim; such as the phrase “...con el **kit** de protección para agricultores...” Here it is also verified that this word plays the role of a noun. In comparison, English has more functions for the term, since it is not only used as a noun, but also as a verb. Besides, there are other connotations in this language. For instance, this term can be related to a set of articles often for personal use, or a container of specialized tools, and moreover it is also referred to as a small violin.

The borrowing of this term not only includes its function, as mentioned above, but also in its written form and elocution. This means that no alterations are made to this anglicism when it is used in a Spanish context.

Campus

This English loaned word, as established by the Royal Spanish Language Academy, has its etymological origin in the Latin *campus* and began to be used in 1774.

Either in English or in Spanish this term often emerges as a noun, standing for the infrastructure that makes up a university. A clear illustration of this term in a Spanish background which also supports the statement above is: “*espacio actual que ocupa Economía en el **campus***”.

This term has not experienced any transformations in its written appearance, though regarding pronunciation there is a slight variation, due to the fact that the vowel “u” has different intonations in both languages. In English the “u” represents a short vowel sound as in cup, and in Spanish it is articulated as the doble “o” in the English word *broom*.

Tenis

The Royal Spanish Language Academy states that *tenis* is a loan from the English *lawn-tennis*. This latter, is referred to as *tennis* and comes from Middle English, specifically from *tenetz* and *tenys*. This term originated somewhere in the fifteenth century.

When this term is used in a Spanish context, it is usually a noun, thus in: “*Favoritos se llevaron el campeonato de **Tenis***”

Paralímpico". In addition, it is the name given to a sport that is played between two players or pair of players using a ball and rackets on a court with a low net. Ultimately, in Spanish, it can also be used to refer to a pair of sneakers or training shoes. Now, in English, it has a similar function, but the word itself makes reference simply to the game.

Regarding the printed structure of the term, Spanish users have dropped one "n", changing the spelling from *tennis* to *tenis*. Furthermore, there is also a slender difference in the elocution of the vowel "i", given that in Spanish this vowel sounds more like the "i" in the word *kiss* and in English it is sound out like the "a" in *menace*.

Variable: "El Extra"

Casting

The term *casting* originates in Middle English around the fourteenth century and it has also been accepted by the Royal Spanish Language Academy.

In English, this word is commonly used as a noun, even though it can sometimes appear in the present progressive form of the verb cast. When used as a noun, one of its meanings relates to the assignment of roles to actors or performers. It is with this significance that the word is employed in Spanish. The following phrase confirms the use of this "... luego hizo un **casting** para reportera..."

Lastly, the morphological analysis shows that the term casting is written and pronounced in Spanish, the same as it is in English. In essence, this term has not been adapted to our language but rather has been borrowed identically.

Filme

The Royal Spanish Language Academy accepts this word and states that it comes from the term *film*, in English. Consequently, going deeper into the etymology of this word, it is understood to be a modification of the Middle English *filme*. Also, it is worth mentioning that this term may have originated before the twelfth century.

When the word film arises within an English background, it can act as a noun, either referring to a very thin covering or layer or to a motion picture. This is not the only function of the term, since it can be used as a verb with the corresponding connotation. In field research, this term was found acting as a noun and making reference to a movie or as in Spanish *película cinematográfica*. An example taken from this investigation is “**Filme** taiwanés premiado”, where the term is obviously used as a noun. It is important to mention that the word film can be turned into a verb too, particularly when it relates to the action of recording or registering the motion picture.

Considering its morphology there are some things worth mentioning when the term appears in Spanish. One of them is the attachment of the vowel “e” at the end of the word which also

influences the deviation in its pronunciation. Another variant is noticed when the noun becomes a verb. In this case the infinitive verb termination “ar” comes onto the scene, as in: “Vamos a *filmar* una película; whereas in English, the verb would be still spelled the same as the noun.

Miss

The word *miss* appears in the dictionary of the Royal Spanish Language Academy, where it is enhanced as being a short version of the English *mistress*. It is necessary to analyze this last term. *Mistress* is derived from the Middle English expression *maistresse* and its origin dates back to the fourteenth century. However the term *miss* appeared many years later, specifically in 1667.

The connotation given to *mistress* in English regards a woman who has authority, power and perhaps projects ownership of some sort. The term *miss* itself is taken as a title of a woman who is not married and can be also used before the name of a place or activity to form a title for these young unmarried females. This can be seen in particular when used for a beauty pageant as in “Miss Universe”. In this way this term is commonly used as a noun just as it is in Spanish. The next phrase illustrates the previous sentence: “En el certámen de Miss Internacional”. In essence, *miss* is replacing the Spanish word *señorita*, but it is important to mention that this swap

is basically done in our language when the context relates to beauty contests or this type of event.

From a morphological perspective, the term *miss* does not suffer any adaptations when it is employed in our language; rather, the pronunciation as well as its spelling is borrowed completely.

Sexy

The word, *sexy*, is part of the Royal Spanish Language Academy dictionary. This term first appeared in English in 1925. It is a derivation of the Middle English word *sex* and the Old English suffix “*y*”.

This twentieth century term is frequently used as an adjective in the English language, in which it is often used to express that something is sexually appealing or attractive. This usage is also very common in Spanish; for instance in the expression: “*Una rubia **sexy***”. Nonetheless, it can also act as a noun in this language, as suggested by the Royal Spanish Language Academy.

No changes are registered for this term in the spoken language and when written, the original morphology is kept in the same way as if it was acting in its English context.

Chat

The term *chat* is not registered in the Royal Spanish Language Academy dictionary, though nowadays it is regularly used in our

language. It appeared in the fifteenth century as a modification of the Middle English word *chatten*.

This expression has two basic functions in English. It can appear as a noun or as a verb; in both cases it represents an informal conversation, a light talk and even a discussion held online. In Spanish the term was found as assuming the role of a noun, for example in the sentence: “*El **chat** será la herramienta principal*”, but it should be kept in mind that it can also be modified to be a verb as in: “*Voy a **chatear** con Andrea*”. In both occurrences, the term relates to the last connotation mentioned above, which is a dialogue via internet.

The word chat is spelled and pronounced the same when it is used as a noun, on the other hand, as a verb some adjustments must be made. There are some endings that must be added to the root in order for it to act as a verb in Spanish. Due to this modification words like *chateando*, *chateamos*, *chatear* and so on can be seen.

Fútbol

The Royal Spanish Language Academy accepts *fútbol* as a term that comes from the English *football*. This combination of *foot* and *ball*, began to be used somewhere in the fifteenth century. Each one of these latter terms comes from Middle English words like *fot* and *bal*, correspondingly.

In English, this term makes reference to several games in which two teams are involved, and where the purpose is to run, pass or kick the ball through a goal to score. In this sense it is the name given to a sport, and therefore it is a noun. In our language, not only has it got the same connotation, referring to a sport, but it also has the same function; an example is given in the next utterance “...práctica formal de **fútbol**...”

It is easy to see the arrangements that users have made to the original word football in order to fit it into a Spanish context. For instance, there has been a vowel change from “oo” to “u” since that is the sound pronunciation gives us and moreover a marked stressed has been added to this vowel. In addition an “o” has replaced the “a” in ball, and last but not least, one “l” has disappeared.

Whisky

The Royal Spanish Language Academy has included this term in its dictionary under the entry *güisqui*, specifying that it has been loaned from the English term *whisky*. This word originated from the Irish *uisce beatha* and Scottish Gaelic *uisge beatha*, which in essence meant “water of life”. The term whisky or *whiskey* for that matter, since in English both ways are correct, dates back to 1715.

An alcoholic beverage distilled from fermented grain crush or wort, is what the word whisky stands for. Since it represents the name of a liquor type, then it is of course a noun. In Spanish, the

term is also related to this sort of drink, and it definitely has the same function, as in the phrase “...*con las botellas de **whisky**...*”

Something curious, about the Spanish written form of the word, is that, even though *güisqui* could seem easier to spell, since it goes along better with its Spanish pronunciation, most of the time it is printed just like in English.

Jeans

This so frequently used anglicism has not been recognized by the Royal Spanish Language Academy dictionary. In etymology, the term *jeans* is said to be the short form of *jean fustian*, expression that combines the Middle English *Gene* and *fustian*. The first term regards the Italian city of Genoa, the first place where these pants were created, and the second refers to the strong twilled fabric used to make them. This word, within the English language, was first used during the middle years of the fifteenth century.

In English, this term is used as a noun and makes reference to both the name of the fabric and the trousers made from of it. Alternatively, another role has been attributed to the word in Spanish, sometimes appearing as an adjective. An example of this is the phrase: “...*cosedoras de pantalones **jeans***”, where it defines a feature of the pants.

The morphology of the term jeans has been kept the same, and so no changes have been made to its written form or pronunciation in

Spanish. Furthermore the plural form is also identical in both languages.

Software

This anglicism is a combination of the English words *soft* and *ware*, which come from Middle English. This blend became a compound word in 1958 and is also part of the dictionary of the Royal Spanish Language Academy.

Software is a technology related term and it is regularly used as a noun in Spanish, as seen in the next expression: “*Instalamos **software***”. From the illustration it is easy to determine that the term makes reference to a group of computer programs or procedures. This same definition is used to denote this term in an English context, where it also acts as a noun.

The print form of the term is identical in both languages and the pronunciation is very similar too. In essence, this is a term that does not go through any kind of changes at the time it is borrowed from English to Spanish.

Laptop

As familiar as the term *laptop* is within our language, it is not a word that has been taken in to account by the Royal Spanish Language Academy. This anglicism is a merging of *lap* and *top*, both

Middle English terms that derive from *lappe* and *top* respectively. This fusion of words was initially used in 1984.

Within a Spanish context, this term functions as a noun and indicates a small portable computer, for example in the phrase: “*vendo **laptop***”. Comparatively, in English, it not only performs the same function, but it has the same connotation. However in this language, it sometimes can act as an adjective too, denoting that something has a suitable size to be used on one’s lap.

This word has been kept intact and so written or spoken it has the same form in Spanish as well as in English.

To conclude this linguistic analysis, I would like to state that, sometimes, there is an equivalent word in Spanish to replace most of the anglicisms used in the illustrations detailed above. For instance instead of *estándar*, the words *patrón* or *modelo* could have been used. The same happens with terms like *bar*, *club*, and *gol* which could have been traded with *taberna*, *asociación*, and *punto* in that order. Similar examples include replacing words like *casting* with *prueba*; *líder* with *cabecilla* or *dirigente*; *cómic* with *historieta*; *filme* with *película*; *rol* with *papel* or *función*; *Marketing* with *Mercadotecnia*; *Miss* with *señorita*; *sexy* with *seductor*; *fútbol* with *balompié*; *snacks* with *aperitivos*; and *flirtear* with *galantear*.

In addition, there is a group of anglicisms that, having a corresponding word in Spanish, the substitution can make the

message become ambiguous. This is the case when switching *link* with *conexión* or *vínculo*; *robot* with *autómata*; *campus* with *infraestructura*; and *kit* with *conjunto* or *juego*.

Furthermore, there is also a set of anglicisms whose Spanish version will drag out the context. Thus is the case of *albergue de carretera* instead of *motel*; *pantalones de mezclilla* for *jeans*; *experto en tecnología* for *geek*; and *computador portátil* for *laptop*.

Finally, there are some English loans that do not offer an exact equivalent in Spanish and so their usage is perhaps ideal. Specifically, words like *penthouse*, *whisky*, *tenis*, *pedigree*, *software*, *resort* and *chat*.

Whichever the situation is, I personally do not see a problem with borrowing words from other languages, especially because I perceive the function of language as that of communication, and like Robert Pooley (1941) said, "...if a new word or a new phrase carries with it a freshness of meaning, a short cut to communication, it is a desirable addition..."

Comparative Analysis

This analysis will be based on statistical data such as frequency and percentage collected on the charts shown in the results section.

The first comparison will be made between the subvariables from each of the newspapers used in this study. These subvariables include news, ads, social pages, sports and reports from “El Universo”, “El Mercurio” and “El Extra”. This same analysis will also help to determine the possible causes why one subvariable is more likely to have greater presence of anglicisms than another.

Second, the analysis will compare national, local and the tabloid newspaper in order to establish which of these variables show a larger number of English borrowed terms and the potential reasons for those results.

As a final point, this section will comprise an analysis of those anglicisms that have shown the highest and lowest frequencies across the research, and will state the possible reasons that cause one anglicism to be used more than others.

I will begin analyzing the subvariables of “El Universo”, where it is noticeable that anglicisms emerge with the lowest frequency in the *social pages* of this national newspaper. This is evidenced by the fact

that only 26 of these terms were found, a figure representing 1.92% of the total. Now the section that recorded the highest amount of English borrowed words is the *ads* segment with 858 terms corresponding to 63.32%. Next, regarding the results from the local newspaper “El Mercurio”, it is clear that the *ads* section is at the top of the list with a total of 281 incidences of anglicisms giving a total of 56.20%, and in last place appears the *social pages* with 6 terms that represent a percentage as low as 1.20%. Finally, taking a look at the outcome from the tabloid “El Extra”, one can conclude that there is a similar pattern followed to the previous newspapers, since the section that contains the higher number of anglicisms is the *ads* with 158 terms standing for 45.27% and the one with the least frequent use of borrowed words is also the *social pages* with a low number of 3 terms, representing 0.86% of the total found.

In essence, considering former statistics, anglicisms are more frequently used in the *ads* newspaper section. This might be due to the fact that these advertisements have the purpose of using expressions that can attract attention and convey meaning using the least space and the least possible words. On the other hand, the segment with the lowest incidence of borrowed terms is in the *social pages*, perhaps because very few words are used here and instead it is a section filled with pictures and captions containing the names of the individuals photographed.

Continuing with the analysis, I will now compare the occurrence of anglicisms in the three variables. In first place, we have “El Universo”, with a total of 1355 terms, followed by “El Mercurio”, in which 500 anglicisms were registered, situating it in a second place. The last one is “El Extra”, having recorded only 349 English loaned words. The sum of all these numbers represents the total of anglicisms found within all the three variables, being 2204 terms. The total 100% can be divided into “El Universo” with 61.48%, “El Mercurio” represents 22.69% and “El Extra” stands with 15.83%.

According to this information, the national newspaper, “El Universo”, is the one that uses the greatest number of anglicisms in its articles. This seems to have a lot of logic since this type of written media is spread massively throughout the country, and as a consequence, more people have access to it. This means that it is most likely to be read by different social groups, in particular by individuals belonging to middle, higher and well educated classes. In this sense, the constant uses of anglicisms are given based on the fact that the readers of this particular newspaper are knowledgeable in both Spanish and English. Furthermore, I also think that there are not only more pages in national newspapers, but more articles too, and thus there is more chance of using a greater number of English borrowed terms. This is the case of technology, fashion, ads, and show business related writing pieces, where it is common to find terms like *software*, *chat*, *blog*, *laptop*, *jeans*, *strapless*, *hip hop* and

single, among others, which would have to be replaced with whole phrases in order for the text to be fully written in Spanish.

Before concluding this analysis, I shall make reference to those anglicisms that have had the most and the least number of occurrences in this research. In first place, with 679 repetitions, it is the term *full*. This word was mostly seen in the ads sections of the newspaper and specifically under the automobile entry, in utterances similar to: “*camioneta **full** equipo*”. As is evidenced, this anglicism is used to express that something is complete and that it does not need anything else to be added. Therefore, the mentioned phrase can be replaced with “*camioneta equipo **completo***”, and still not lose its meaning. However, taking into account that in the ads section, people try to catch the attention of a possible client, then, it is reasonable to use an anglicism that might cause a higher impact than its longer Spanish equivalent.

In second place, there is a tie between the *club* and *fútbol* with 110 appearances each. Both of these terms are commonly used in the sports section. In this case, I would think that the reason for which journalists substitute *asociación* for *club* and *balonpié* for *fútbol* is due to the language economy these borrowed terms represent, and because both are very well understood by any Spanish reader. The latter, since the presence of these terms in our language goes back to the previous century; and the former, for the four phonemes in *club*

represent some sort of communication short cut in comparison to the ten phonemes found in *asociación*.

Lastly, there are anglicisms that did not emerge more than one time, as is the case of *hockey*, *bingo*, *down-hill*, and *pitcher*. This could be connected to the fact that these sport related terms refer to activities which are not often practiced in our country and so there is not a great number of opportunities to use them.

Sociological Analysis

For this analysis, I will consider the opinion of the community towards the use of anglicisms, gathered through interviewing five literate readers and a renowned expert linguist, Jorge Dávila Vásquez. This information will help determine the degree of acceptance Spanish speakers have in regards to using anglicisms. It will also explain whether or not they believe there has been an impact on our cultural identity and on the language itself.

Taking into account the first point, I have to say that all interviewees agreed upon the fact that it would be better not to use anglicisms if there is an exact equivalent in Spanish. However, most of them also mentioned that since these English loans are so frequently heard and because the purpose of a newspaper and journalists is to optimize time in communication, looking for a corresponding term might signify a loss in efficient time use. I personally do not mind reading an article that has anglicisms, but I do think that their usage should not undermine the existence of Spanish terms and even contribute to their total disappearance. For this reason, journalists should find a way of combining their usage in the newspaper articles they write.

Considering the impact that the use of anglicisms can have over our cultural identity, there are two prevailing thoughts. The first and most powerful, comes from those who consider “identity” to be a

non-static process, which is open to transformation and evolution, as seen through the history of different cultures. For them, the influence of the English language is just a normal outcome of globalization and the technological development of a country.

The second idea, with fewer followers, states that the utilization of words that replace Spanish terms may have a negative effect on cultural identity, since opportunities for the use of our own language are lost and in a way they destroy our own linguistic productions. They believe that this constant borrowing of terms may end up in a cultural and verbal dependence on other languages because we are ignoring the heritage that is carried within the Spanish language.

The way I see it, is that the incorporation of foreign terms into our language will cause as much of an impact on our identity as we let it. In this sense, if we first study deeply our language and culture and recognize the richness of it, then anglicisms will only expand our vocabulary and help us communicate in our globalized community, but our identity will remain strong in our hearts and minds.

Finally, in relation to the impact anglicisms may have on our language, most participants agree that not only these but neologisms and barbarisms, finish up enriching and upgrading it. This, as they suggest, happens because all languages are living entities which are nourished from different sources. The other opinions concur with the fact that because the present trend is to use anglicisms, more and

more individuals lose connection with the Spanish terms that represent the equivalent meaning. According to this, the unnecessary use of borrowed words would represent a deterioration of a language.

Something interesting occurs, in that aside from the different points of view given above, in the end they all consent to the idea that anglicisms can help convey meaning in some articles, specifically those related to technology, computer science and the virtual world. I consider that not only do these terms influence the understanding of the context of a written piece but enhance our lexicon; otherwise, there would be no reasons for the Royal Spanish Language Academy to, sooner or later, assimilate them as part of its dictionary.

Conclusions

After having finished this investigation, the following conclusions were drawn:

The use of anglicisms in newspapers is becoming more frequent. Thus, since they relate to new technological creations, need to be spread in a language that enhances their trading within the market.

Globalization influences on the use of anglicisms due to the fact that it includes some sort of universal communication. In other words, this process, which is meant to be accessed and understood by everyone, is nowadays led by the English language.

A factor that socially influences the use of anglicisms, relates to the prospects for success of the new generations, which are subject to learning English as a second language in our country, but as a first within the international job market.

The phenomenon of migration, a particular feature in Ecuador, involves a greater interaction between English-speaking cultures and Spanish-speaking cultures. Consequently, there is a greater probability of using anglicisms in Ecuador.

Despite the constant usage of anglicisms in newspapers, opinions from interviewees evidence a resistance toward their use

when they can be replaced by a Spanish synonym without affecting the meaning or distorting the language.

From the sample, it is seen that the greater quantity of anglicisms appeared within the ads section of newspapers. This is, basically, due to the nature of the market and because a great number of purchases and sales correspond to articles related to new technologies or imported items.

The use of anglicisms may be unnecessary, as there are equivalents for them in Spanish. However, there are also anglicisms without Spanish equivalents, a fact that justifies their usage and enhances our lexicon; otherwise the Royal Spanish Language Academy would not assimilate them as part of its dictionary.

The conclusion among the people interviewed is that, because of the common use of anglicisms, in some cases their utility is considered indispensable for a better understanding of certain articles.

With regard to the cultural identity of a country, the use of anglicisms could be considered a threat only in cases where they completely annul the use of their Spanish equivalents.

It is believed that the research topic is and will be, for some time, subject to further study. This is due primarily to the reality regarding the growing use of English and for the diverse opinions and positions towards the use of anglicisms.

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ANNEXES

ANNEX I: Survey Forms

- 1. ¿Considera usted, que para la correcta comprensión de algunos artículos periodísticos, es indispensable el uso de anglicismos?**
- 2. ¿Según su criterio, existe un abuso en el uso de anglicismos dentro de los medios escritos, especialmente en los periódicos?**
- 3. Haciendo referencia al uso de anglicismo en los periódicos, ¿cree usted que estos enriquecen o empobrecen nuestro lenguaje o la forma de expresión?**
- 4. ¿Considera que el uso de anglicismos en los periódicos, se ha incrementado en los últimos tiempos? ¿Debido a qué?**
- 5. ¿Le parece que el uso de anglicismos sacrifica la calidad en el uso del lenguaje para obtener una mejor comprensión del lector?**
- 6. ¿Está de acuerdo con el uso de anglicismos que bien pueden ser remplazados con palabras de nuestro idioma?**
- 7. ¿Cree que el uso de anglicismos en el periódico, facilita la incorporación de nuestra cultura a la sociedad de habla inglesa?**
- 8. ¿Considera que el uso de anglicismos es una pérdida de identidad cultural?**

ANNEX II: QUALITATIVE TABULATION CHARTS

Chart One

Variable: National Newspaper

Subvariable: News

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Two

Variable: National Newspaper

Subvariable: Ads

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Three

Variable: National Newspaper

Subvariable: Social pages

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Four

Variable: National Newspaper

Subvariable: Reports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Five

Variable: National Newspaper

Subvariable: Sports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Six

Variable: Local Newspaper

Subvariable: News

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Seven

Variable: Local Newspaper

Subvariable: Ads

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Eight

Variable: Local Newspaper

Subvariable: Social pages

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Nine

Variable: Local Newspaper

Subvariable: Reports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Ten

Variable: Local Newspaper

Subvariable: Sports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Eleven

Variable: Tabloid

Subvariable: News

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Twelve

Variable: Tabloid

Subvariable: Ads

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Thirteen

Variable: Tabloid

Subvariable: Social pages

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Fourteen

Variable: Tabloid

Subvariable: Reports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

Chart Fifteen

Variable: Tabloid

Subvariable: Sports

Anglicisms	Examples	Word reptition number	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:.....

ANNEX III: QUALITATIVE TABULATION CHARTS

Chart Sixteen

Variable: National Newspaper

Anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:.....

Chart Seventeen

Variable: Local Newspaper

Anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:.....

Chart Eighteen

Variable: Tabloid

Anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:.....

THE MOST FREQUENT ANGLICISMS

Anglicisms	Word Repetition Number
Lunch	
Clip	
CD	
Master	
Total :(4)	

Author:.....