CERTIFICATION

Mgs. Paul Fernando González Torres.

CERTIFIES THAT:

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

Loja, 19 September 2010

THESIS ADVISOR
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Srta. María Rosa Ochoa Ordóñez
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AUTORSHIP

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

Date: 19 September 2010

María Rosa Ochoa Ordóñez
Author

DEDICATION

I dedicate this work to my family, together we are growing up and developing the mind and the spirit, their support is unconditional, thank you for sharing this achievement with me.

Abstract

The research and development of this thesis project is based in "A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPAERS", to accomplish this theme was the result of a deeply study and dedication.

My investigation took place in Loja, Ecuador. The sample used for this research, consisted of 21 newspapers; seven national newspapers, seven local newspapers and seven tabloids.

The accomplishment of this research was done through the use of instruments such as dictionaries, books, the Internet and I made notes. They were simple but important. At the same time the teacher's assessment was useful during all the investigation.

The method used for the investigation consisted of a scientific conceptual analysis, which includes the linguistic analysis, the comparative analysis and the sociological analysis.

After the research, I found that inside the three variables of newspapers there is a considerable use of Anglicisms; for example subvariables as the Ads and the News are those with more quantity of Anglicisms. The tabloid "El Extra" resulted the most particular variable, because even being a newspaper with less informative content; it includes a high number of Anglicisms in relation with its short size.

According to this observation, I can conclude that the use of Anglicisms in the Ecuadorian newspapers is a result from the English influence, especially American English. Technology, business and entertainment are part of the Ecuadorian media every day, so avoiding its presence is impossible, but if people do a rational use of Anglicisms the loss of their identity such as Spanish- speakers will not be threatened. English terms should be used just in certain circumstances.

To can achieve a total accomplishment of this thesis project, has a deeply and important contribution in my education, and in my future job as an English teacher. It gives a real approach, about a very close relation that exists between the Ecuadorian media and the English influence. A relation which will never disappear.

Introduction

The theme of this thesis project has resulted from a real situation in the communication media, in this case in the writing press such as newspapers. The most important reason that gave me the clue to start this project was that the use of anglicisms is constantly present inside our national, local and tabloid newspapers.

Throughout the development of the theoretical background and the result analysis specially, I have realized how they are so used, even when they are not understood.

This thesis project notices the fact that everybody has read anglicisms, because they are present in all the Ecuadorian newspapers.

In addition people who have an intermediate English level are able to understand almost all these terms, but, on the other hand, a person who does not has a certain English level, simply cannot do the respective translation.

There are a lot of anglicisms that were born due to the technology influence and others which are part of the sports and entertainment world.

Inside the Ecuadorian newspapers, the appearance of anglicisms has its aim. They have been written with a special goal, which consists of catching the reader's attention, sometimes the use of this English terms are well received by the readers, but sometimes they are not. This depends on the point of view of each reader.

Some of them reject the fact, because they think that the Ecuadorians written press must not allow this. They say its use is a way to lose our identity. Other people do not care, they only need the information, and finally exists the open mind people, who understand that the written media and the anglicisms here in Ecuador are related. They know that is a question of globalization.

After my investigation, I realized that my conclusions are not so far from those of other authors. For example, Alberto Delgado (2005) has concluded that it is important to act with responsibility toward the language, even though if the journalists, the translators, the linguistics, are a minority. Any existing language, can acquire linguistics lending, by specific necessities; the learning of a second language, is just that, a second language, so the use of a new one, must not injure the native language, to the point of destroying it.

Finally in a close way Gerald Erichsen (2005) concludes that the use of anglicisms in Spanish is a question of daily use, for him, the technology and entertainment that comes from English countries play an important role. These conclusions are part of his experience, when he was in Ecuador; he realized that the use of anglicisms is never going to have an ending, because the U.S. plays a direct role over our country.

Returning to my research there are a high number of English terms present in the Ecuadorians newspapers especially in the News, Ads and Sport sections. In the Sport section all the present

anglicisms do not have a correct morphological structure; this is because they have been written in the same way as Spanish people spelling them, so a wrong lexical expression immediately appears. Almost all the anglicisms found were used as nouns and adjectives inside the syntactic- semantic context in a sentence or paragraph, just one was used as a verb (spinning).

It is relevant to stand out the importance of this project as a sample of a theme that is not commonly studied. Few of the studies that have been accomplished, show a big interest for the appearance of anglicisms inside Ecuadorian newspapers and how its analysis can help to understand the reasons for its frequent use. Besides this investigation is an important step to achieve my English degree, but its writing was not so easy at all, there is not enough information about the previous studies, and some of the concepts provided in the theoretical background, were the result of a long and meticulous search, which sometimes resulted confusing, but at the end I could achieve my principal objectives.

The first objective consisted in determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers; I found that its level of influence is considerable, because they are present in the entire variables and its subvariables. To achieve this objective, I needed a direct observation and selection of all the terms found.

As a second objective, I identified the syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador; this was done using information included in the theoretical background and making a syntactic – semantic selection for each term. At the beginning this part resulted a little bit confuse, but after the director assessment I can achieved a satisfactory accomplishment level.

The next objective was to make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological aspects its level of accomplishment was achieved in a sixty three percent because not all the words selected had its etymological origin in the selected dictionary. The syntactic – semantic and morphological aspects were achieved at all, I worked this part of the research using the theoretical background information and searching meanings in the internet specifically from the Diccionario de la Real Academia de la Lengua and the Free Merriam – Webster Dictionary.

Another specific objective, consisted in determines the written sections of Ecuadorian newspapers in which anglicisms are mostly used. It had a successful level of accomplishment because I used the qualitative tabulation and the comparative analysis for all the anglicisms found in each section.

As a final objective to know the level of acceptance that Ecuadorians have on the use of anglicisms in newspapers was

achieved in a one hundred percent, making a sociological analysis based on the interviews and my own criteria.

It is important to notice that the achievement of the specific objectives required for this theme, was done with responsibility, the theoretical information and the result's analysis, have been my most important supports.

The development of this research needed basic material as newspapers, underline scoreboards, bond paper and note books. Besides the use of intellectual material as books, dictionaries, the internet, personal assessment, etc. was very useful too.

Methodology

To develop a complete research need special handling, especially in the use of the methodology, the use of a specific methodology is useful to achieve the different steps required in this thesis project.

The first part of the project consisted of a very deep investigation. The use of intellectual materials such as books, magazines and the Internet were so useful to write the theoretical background. Most of the definitions were located at the university library, here I made a selective search, were the information needed was transcribed using summaries, paraphrasing and citations. I consider this part of the project, as one of the most complex and extensive part of the investigation.

The contribution of the internet also played an important role during the search; it helped me with current publications, which has provided me with interesting notes. While the bibliographic inquiry was done, the process, tabulation and presentation of the notes in the newspapers were done simultaneously. The process consisted on reading 21 newspapers for seven consecutive days, 7 from each variable (national, local and tabloid) at this point all the anglicisms found must be underlined, and registered.

After this, the field research took its place, by direct observation and selection of all the information and at the same time some interviews were done. Working with these three variables was very interesting; each one of them contained a considerable quantity of

anglicisms, especially the News and Ads subvariables. But the Tabloid was that one with a particular characteristic, so many English terms were found here even being a newspaper which is not so extensive.

Another important aspect of my research work was the people's cooperation; it consisted in interviewing some people: two English teachers, a teacher specialized in Spanish Language and Literature and an anthropologist. A qualitative research was applied here, to make the description of people and the observation of events.

Basically, the interview included three or four questions, all of them linked to the theme, but always trying to acquire relevant statements and opinions for the conclusions. All the information provided for the interviewees, was important, so inside the sociological analysis most points of views were included.

The work done with the newspapers and the interviewees, took place in Loja city. All the procedure concerned with the variables, was realized at home and for the interviews I had to move to the places where the informants were.

The design applied for the field investigation was, diagnostic – descriptive, which consisted in the sample's evaluation and observation, so in order with this, the investigation took specific objectives and later they were described. According to this, the statistical analysis was made in a meticulous way to expose the

frequency and percentage of the sample, trying always to not forget any note.

In order to collect information it was necessary a quantitative and selective method, where all the anglicisms were chosen. At the same time applied techniques like the use of a notebook or create a glossary were indispensable; very simple materials like clips, pencil, ruler and underlined markers were used.

All the anglicisms found, were tabulated using a calculator and later they were transcribed in charts; I also used the Excel program, to draw the graphics linked to the information frequency.

RESULTS

The field research for this thesis project has taken place in the city of Loja.

Basically I have worked with three types of newspapers: national, local and tabloid. "El Universo" is a national newspaper, "La Hora" is a local newspaper and "El Extra" is a tabloid these are known as the variables. Seven samples for each variable were read.

The subvariables as News, Ads, Reports, Social pages, and Sports are present within each variable. To achieve the part of Results it is important to read carefully every section, in that way every anglicisms found will be placed in its respective chart.

QUALITATIVE TABULATION

Chart One

Variable: National Newspaper "El Universo"

Subvariable: News

Anglicisms	Examples	Frequency	Title of the article	Date
fútbol	La selección boliviana de fútbol	6	Ruta al fútbol	12-10-2009
express	Fiscalía indaga 29 casos de robo express	9	Seguridad	12-10-2009
club	Para hacerme socio de un club	2	Sitios turísticos	12-10-2009
estatus	Dar un estatus especial a la cuidad de Durán	2	Migraciones hacia Durán	12-10-2009
web	Procuré investigar en la página web	7	Migraciones hacia Durán	12-10-2009
clóset	Él es un socialista de clóset	1	¿Adónde fuimos 'nosotros'?	12-10-2009
hamburguesas	Un asador de hamburguesas	1	Burger King remodela sus locales	12-10-2009
stands	Constó de once stands	2	Rodeos se matizaron con control de armas	12-10-2009
gays	Por los derechos de los gays	2	Obama ovacionado en marcha por gays	12-10-2009
filme	Kosminsky es el director del filme	5	Robert Pattinson actuaría como el príncipe Harry	12-10-2009
pop	Cadena radial especializada en pop y rock	1	Comienza la carrera para ganar los premios 40 principales 2009	12-10-2009
rock	Cadena radial especializada en pop y rock	1	Comienza la carrera para ganar los premios 40 principales 2009	12-10-2009
Videoclip	Mejor video clip	1	Comienza la carrera para ganar los premios 40 principales 2009	12-10-2009
friki	Al usado término friki	1	Teoría light	12-10-2009
nerds	Incluso los nerds pueden sentir celos	2	Teoría light	12-10-2009
quick	El quick o el conflicto	1	Teoría light	12-10-2009

show	Todo el show fue muy agradable	20	Sinfónica de Guayaquil tocó junto a cantantes	12-10-2009
cheesecake	Cheesecake de óreo	2	Carta de platos con sugerencia de los clientes	12-10-2009
box	Descuento en clases de box	1	Gold's Gym	12-10-2009
fans	Desde el recibimiento que nos dieron los fans	4	L.E.G.O. llevó su música a los MTV	13-10-2009
internet	Comenzó a circular por internet	4	Ya se escucha el nuevo single de Michael Jackson	13-10-2009
single	Ya se escucha el nuevo single de Michael Jackson	1	Ya se escucha el nuevo single de Michael Jackson	13-10-2009
cd	Sencillo del cd Mi plan	1	Manos al aire	13-10-2009
dip	El dip de atún	8	Mousses fríos para servir con vegetales o panes	13-10-2009
peeling	Ofrecen hidromasaje, peeling	4	Medicina alternativa	13-10-209
skiming	Parecido alskiming	1	Banda con nueva forma de clonar tarjetas de crédito	13-10-2009
software	Gracias a un software de alta seguridad	5	Hay retraso en la expedición de récords policiales	13-10-2009
récords	Hay retraso en la expedición de récords policiales	1	Hay retraso en la expedición de récords policiales	13-10-2009
penalti	Y pintando un penalti	1	¡Saca la Tricolor!	14-10-2009
country	Estilo country moderno	1	Porcelana fría	14-10-2009
crash	El crash del 83	1	El mundo de los pixeles tambalean	14-10-2009
hardware	Las ventas del hardware	1	El mundo de los pixeles tambalean	14-10-2009
mouse	Ha creado mouse	2	Microsoft desarrolla mouse que detecta movimientos	14-10-2009
On-line	En cinco páginas on - line	3	Juegos	14-10-2009
clic	Haz clic en el estilo	1	Profesor Purse	14-10-2009
estándares	Sobre el amor con estándares	1	Cuando cantar es una cuestión de voluntad	14-10-2009
show	La organizadora del show	1	Una guerra contra el cáncer de seno	14-10-2009
look	Se hizo un look militar	1	Se subastó pelo de Elvis Presley	14-10-2009
blogs	En muchos blogs	2	De algunas	15-10-2009

			críticas y más mentiras	
round	Lista para un nuevo round	1	Ninguno de los tres	15-10-2009
bar	Iban al bar	3	'Desde niño fui tímido'	15-10-2009
Long play	Grabamos tres long plays	1	'Desde niño fui tímido'	15-10-2009
hit	En los ochenta marcó un hit	1	Creciendo en el bar	15-10-2009
lobby	Esta tarde en el lobby	4	Orquesta de Cámara y coros en el MAAC	15-10-2009
marines	Un grupo de marines	1	Terror	15-10-2009
magacín	Es el primer magacín	1	Actores de Bollywood en la semana de la moda en India	15-10-2009
High definition	Con dos cámaras high definition	1	La 'movida' guayaquileña en TV	15-10-2009
reprisse	Los sábados el reprisse	1	La 'movida' guayaquileña en TV	15-10-2009
covers	Nada de covers	1	La 'movida' guayaquileña en TV	15-10-2009
sticker	Esto va más allá de un sticker	1	AP critica 'enganche' de comité´de Nebot	16-10-2009
call center	Las señoras del call center	1	Sin teléfono en Machala	16-10-2009
estatus	La liquidación de su estatus de trabajaores	1	Jubilados de la Eléctrica	16-10-2009
laptop	Vásquez entregó la última laptop	2	En escuelas públicas todos tienen laptop	16-10-209
piercing	Detalles más personales como piercings	1	Polémica por un escáner que 'desnuda' a los pasajeros	16-10-2009
target	Que parecen obviar el target adolescente	1	'El padrino del novio' in filme para pasar un rato agradable	16-10-2009
piercings	Piercings que lo hacen lucir como un rockero	1	Quince años cantando música latinoamericana	16-10-2009
marketing	Jefe de marketing	1	Invermun habla de antecedentes	17-10-2009
performance	El equipo no daba para una performance superior	1	Salazón	17-10-2009
jeep	Un jeep que fue	2	Artesano ecuatoriano construyó un jeep	17-10-2009

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hall	Cuenta en el hall del hotel	1	Papo Lucca, el 'Piano man' de la salsa y el jazz	17-10-2009
sándwich	En un sándwich	1	La mostaza y sus variedades	17-10-2009
chip	Llegan con el chip de la corrupción	1	Esa perversa historia	18-10-2009
guilty pleasure	Las generaciones pasadas tuvieron su guilty pleasure	1	La matiné es de Carolina	18-10-2009
blog	Desde entonces tiene un blog	3	Vida digital: Controlar su atención y detectar basura	18-10-2009
always-on	En los primeros años del always-on	1	Vida digital: Controlar su atención y detectar basura	18-10-2009
laptops	Usamos nuestras laptops	1	Vida digital: Controlar su atención y detectar basura	18-10-2009

Author: María Rosa Ochoa.

Chart Two

Variable: National Newspaper "El Universo"

Subvariable: Ads

Anglicisms	Examples	Frequency	Title of the article	Date
roof	Vista roof	1	Ford	12-10-2009
web	Página web	5	Edina	12-10-2009
jacuzzi	Con jacuzzi	17	Bienes raíces y construcción	12-10-2009
full	Full seguridad	357	Bienes raíces y construcción	12-10-2009
closets	Cuartos con closets	10	Bienes raíces y construcción	12-10-2009
club	Club y piscinas	4	Bienes raíces y construcción	12-10-2009
fúbol	Canchas de fútbol	1	Bienes raíces y construcción	12-10-2009
tenis	Cancha de tenis	1		
master	1 master con sala	2	Bienes raíces y construcción	12-10-2009
mall	A 6 cuadras del mall	1	Bienes raíces y construcción	12-10-2009
penthouse	Penthouse en el mejor sector	5	Bienes raíces y construcción	12-10-2009
internet	Incluye internet	22	Bienes raíces y construcción	12-10-2009
jeep	Jeep compro	1	Vehículos y transporte	12-10-2009
sun roof	Incluye sun roof	6	Vehículos y transporte	12-10-2009
software	Implementación de software	4	Empleos y oficios	12-10-2009
call center	Administrador de call center	8	Empleos y oficios	12-10-2009
bartender	Se solicita bartender	1	Empleos y oficios	12-10-2009
barman	Busca barman, meseros	1	Empleos y oficios	12-10-209
show	Show mágico	1	Empleos y oficios	12-10-2009
discjockey	Seminarios para dicjockey	7	Oportunidades y Servicios	12-10-2009
cyber	Creación de cyber	2	Empleos y oficios	12-10-209
marketing	Clases de marketing	1	Empleos y oficios	12-10-2009
e-mail	Al e-mail	1	Empleos y oficios	12-10-2009
split	Acondicionadores, split	5	Empleos y oficios	12-10-2009
cd	Televisores, cd	2	Empleos y oficios	12-10-2009
stikers	Gorras, stikers, estampamos	1	Empleos y oficios	12-10-2009

Full day	Tour Bucay full day	1	Empleos y oficios	12-10-2009
dvd	Conversión a dvd	2	Empleos y oficios	12-10-2009
Long play	Conversión a long play	7	Empleos y oficios	12-10-2009
laptop	Mantenimiento de laptop	1	Empleos y oficios	12-10-2009
quick	De acople rápido quick	3	Empleos y oficios	12-10-2009
Couple	De acople rápido couple	1	Válvulas de acople rápido	12-10-2009
valve	De acople rápido valve	1		12-10-2009
VIP	VIP (sillas)	1	La Vecina	12-10-2009
High frecuency laser	Tratamiento definito con high frecuency laser	1	Válvulas de acople rápido	13-10-2009
splits	Con splits	5	Bienes raíces y construcción	13-10-2009
multilock	Puertas multilock	4	Bienes raíces y construcción	13-10-2009
ring	Cuero, ring, etc	2	Bienes raíces y construcción	13-10-2009
jeeps	Jeeps en varias marcas	27	Vehículos y transBienes raíces y construcciónporte	13-10-2009
small	Talla small	2	Oportunidades y servicios	13-10-2009
Old white	Vestido de novia color old white	1	Oportunidades y servicios	13-10-2009
new	Computadoras new	4	Oportunidades y servicios	13-10-2009
Dvd writer	Incluyen dvd writer	2	Oportunidades y servicios	13-10-2009
laptops	Laptops Dell	37	Oportunidades y servicios	13-10-2009
stock	Hasta agotar stock	11	Oportunidades y servicios	13-10-2009
web	Publicadas en la página web	4	Oportunidades y servicios	13-10-2009
star	Estudio star	6	Edina	14-10-2009
Email	Al email	1	Empleos y oficios	14-10-2009
minimarket	Se vende minimarket	8	Oportunidades y servicios	14-10-2009
ticket	Ticket $491	4	Oportunidades y servicios	14-10-2009
mainboard	Reparación de mainboard	1	Oportunidades y servicios	14-10-2009
Air bag	Air bag, aire acondicionado	1	Oportunidades y servicios	14-10-2009
airbags	6 airbags	1	Oportunidades y servicios	14-10-2009
bar	Prestigioso bar	1	Oportunidades y servicios	15-10-2009
sets	Sets de utensilios	1	Oportunidades y servicios	15-10-2009

spa	Para spa	2	Oportunidades y servicios	15-10-2009
Jeep	Jeep todo terreno	1	Vehículos y transporte	16-10-2009
no frost	refrigeradora no frost	2	Créditos Económicos	16-10-2009
chip	Con chip	2	Acer	17-10-2009
mouse	mouse inalámbrico	3	Acer	17-10-2009
webcam	webcam con micrófono integrado	1	Premiun Tech	17-10-2009
high definition	con high definition	1	Premiun Tech	17-10-2009
bathroom	para bathroom kitchen home	1	Edesa	17-10-2009
kitchen	para bathroom kitchen home	1	Edesa	17-10-2009
home	para bathroom kitchen home	1	Edesa	17-10-2009
flat panel	Monitor flat panel	1	Easy comp	17-10-2009
clóset	Con baño, clóset	1	Bienes raíces y construcción	17-10-2009
jeeps	Autos, jeeps	1	Vehículos y transporte	17-10-2009
watts	5.500 watts	1	Oportunidades y servicios	17-10-2009
standar	Cachorritos standar	2	Oportunidades y servicios	17-10-2009
zoom	Zoom óptico	2	Oportunidades y servicios	17-10-2009
desktops	Desktops desde $319	1	Mega ofertas	18-10-2009
masters	Masters en administración hotelera	1	Swiss Hotel Management School	18-10-2009
walking closed	Tipo walking closed	1	Bienes raíces y construcciones	18-10-2009
family room	Estudio , y family room	1	Bienes raíces y construcciones	18-10-2009
gym	Local 200mt para gym	1	Bienes raíces y construcciones	18-10-2009
flash	Desarrollo de juegos flash	1	Empleos y oficios	18-10-2009
action script	Con conocimiento en action script	1	Empleos y oficios	18-10-2009
grammar	Inglés a domicilio grammar	1	Oportunidades y servicios	18-10-2009
science	Inglés a domicilio science	1	Oportunidades y servicios	18-10-2009
hardware	Curso técnico en hardware	1	Oportunidades y servicios	18-10-2009
nylon	Mariposas nylon botellas	1	Oportunidades y servicios	18-10-2009
models	Models de cuadro	1	Oportunidades y	18-10-

	italianos		servicios	2009
hot dog	Carretas para hot dog	1	Oportunidades y servicios	18-10-2009
rafting	Deportes extremo: rafting	1	Oportunidades y servicios	18-10-2009
cayoning dow hill	Deportes extremos: cayoning dow hill	1	Oportunidades y servicios	18-10-2009
stress	Disfrute termomasaje de stress	1	Oportunidades y servicios	18-10-2009
kit	Kit de humectación facial	1	Rosa Graf	18-10-2009
painting	con painting corporal	1	Rosa Graf	18-10-2009

Author: María Rosa Ochoa.

Chart Three

Variable: National Newspaper "El Universo"

Subvariable: Social pages

Anglicisms	Examples	Frequency	Title of the article	Date
stand	Ganador al mejor stand	1	Auto show 2010	17-10-2009

Chart Four

Variable: National Newspaper "El Universo"

Subvariable: Reports

Anglicisms	Examples	Frequency	Title of the article	Date
software	Un software reproduce el ambiente	2	Parque vial no cubre la demanda de pruebas	12-10-2009
express	Participación de secuestro express de cinco mujeres	10	29 denuncias de violación contra falsos taxistas indaga la Fiscalía	12-10-2009
motel	En el motel ubicado en la vía Perimetral	1	Cuatro de los casos están en instrucción fiscal	12-10-2009
identikits	Hay cosas que coinciden dentro de los identikits	1	Cuatro de los casos están en instrucción fiscal	12-10-2009
show	Show que deleitó a la fanaticada	3	'La pachanga' enamoró 'Mil horas' a fanáticos	12-10-2009
club	De sus amigos del club de fans	1	'La pachanga' enamoró 'Mil horas' a fanáticos	12-10-2009
fans	De sus amigos del club de fans	1	'La pachanga' enamoró 'Mil horas' a fanáticos	12-10-2009
rally	Realizar un rally ciclístico	1	Pedaleando a Quito por hospital de El Triunfo	13-10-2009
filme	Un filme épico	3	'Este cambio nace de la astronomía'	14-10-2009
web	En su web invita al público a a sufrir	1	José José no añora la fama	16-10-2009
fútbol	el fútbol atribuye virtudes	5	Los encuentros de hoy y mañana gravitan para buscar clasificación	17-10-2009
jeep	A bordo de un jeep	1	Hazaña en la cordillera occidental	18-10-2009
covers	Están las que hacen covers	6	Cuando ellas son las dueñas de la noche	18-10-2009
copy - paste	Nada de copy-paste aclara	1	Cuando ellas son las dueñas de la noche	18-10-2009
realities	No está de acuerdo con los realities	2	Cuando ellas son las dueñas de la noche	18-10-2009
look	Cualquiera que sea el	1	Cuando ellas son	18-10-2009

	look y genero		22		las dueñas de la noche	

Author: María Rosa Ochoa.

Chart Five

Variable: National Newspaper "El Universo"

Subvariable: Sports

Anglicisms	Examples	Frequency	Title of the article	Date
ranking	Número uno del ranking	5	Justine Henin sí irá a Melburne	13-10-2009
downhill	En la modalidad dowhill	2	Emociones en el cerro Santa Ana	13-10-2009
pitcheo	Dominante pitcheo de Andy Pettitte	1	Los Yankees y Angelinos se mediran desde este viernes	13-10-2009
innings	Un tercio de innings	1	Los Yankees y Angelinos se mediran desde este viernes	13-10-2009
hits	Diseminó 4 hits	3	Los Yankees y Angelinos se mediran desde este viernes	13-10-2009
hacker	Se burló el hacker	1	Dos por un boleto directo	13-10-2009
turf	De la temporada del turf local	1	Miss Vancouver se paseó en los 1.800 metros del clásico	13-10-2009
stud	El stud triunfador tuvo un revés	2	Miss Vancouver se paseó en los 1.800 metros del clásico	13-10-2009
récord	Rompió record de velocidad	1	Miss Vancouver se paseó en los 1.800 metros del clásico	13-10-2009
internet	Señaló un hincha argentino por internet	1	Chilenos dicen que no le regalarán nada a Ecuador	13-10-2009
inning	En el octavo inning	5	Filis eliminarona Rockies y ahora esperan o Dodgers	14-10-2009
playoffs	De esta primera ronda de playoffs	3	Filis eliminarona Rockies y ahora esperan o Dodgers	14-10-2009
playoff	El playoff por el banderín	1	Yankees vs. Angelinos	14-10-2009
club	En la cancha del club	3	Juego de Trámite	14-10-2009
fútbol	Aprenden a jugar fútbol	15	En la sub 10	14-10-2009
pitcher	Quién será el pitcher que comience	1	Dodgers y Filis en un duelo por revancha	15-10-2009
gol	No clasificó a Sudáfrica	8	FEF terminó	16-10-2009

	por falta de gol	24	contrato con el estratega Sixto Vizuete	
vip	Tengamos que subir por escalera a los palcos vip	1	FEF terminó contrato con el estratega Sixto Vizuete	16-10-2009
béisbol	El béisbol como deporte nacional	4	Béisbol de juveniles reúne ocho selecciones	17-10-2009

Author: María Rosa Ochoa.

Chart Six

Variable: Local Newspaper "La Hora"

Subvariables: News

Anglicisms	Examples	Frequency	Title of the article	Date
mail	Mail reporte urbano	5	Reporte urbano	12-10-2009
web	Han habilitado sitios web	5	Portabilidad Numérica en vigencia	12-10-2009
rol	Del rol de la misión	1	Acto del abnaderado en colegio La Dolorosa	12-10-2009
chatear	Tampoco podía chatear	1	Desde hoy se puede cambiar de operadora	12-10-2009
internet	Con internet y juegos de video	6	Hollywood corta cabezas	12-10-2009
gays	Miles de lesbianas y gays	1	Gays y lesbianas marchan por derechos	12-10-2009
shock	Me encuentro en estado de shock	2	Falleció de forma misteriosa	12-10-2009
green roll	Rollitos Green roll	1	Festival de sushi	12-10-2009
exprés	Por secuestros exprés	2	Llueven reformas para código penal	12-10-2009
videoclip	Promocionan el videoclip	1	Reik, en otro idioma	13-10-2009
récord	Ha batido el récord	1	Por primera vez en el Nobel de economía una mujer	13-10-2009
ítems	Entre los ítems	1	Senplades evalúa festión	14-10-2009
sport	Tan formal o sport	1	Cree el closet preciso	14-10-2009
bypass	Máquinas de bypass	1	Cifrada protesta de bloguera a la que Cuba impide viajar	15-10-2009
kilobytes	Kilobytes que llevan mi voz	1	Cifrada protesta de bloguera a la que Cuba impide viajar	15-10-2009
walkie-talkie	Hablar por el walkie-talkie	1	Cifrada protesta de bloguera a la que Cuba impide viajar	15-10-2009
twitter	Un pájaro llamado twitter	1	Cifrada protesta de bloguera a la que Cuba impide viajar	15-10-2009
blog	Comentario del blog	3	Cifrada protesta de bloguera a la que Cuba impide	15-10-2009

				viajar	
show	El show fue la noche del martes	3	Metieron la pata	15-10-2009
wow	Pronunciar una palabra wow	1	Un premio polémico y político	15-10-2009
top model	Su separación con la top model brasileña	1	Sigue pensando en su ex	16-10-2009
anchor	De reportero y anchor	1	Despidos 'camisetazos' y renuncias	16-10-2009
rating	Incluso el rating era más alto	1	Despidos 'camisetazos' y renuncias	16-10-2009
fútbol	Miles de amantes del fútbol	3	Hinchas o delincuentes	16-10-2009
hooligans	También llamados hooligans	1	Hinchas o delincuentes	16-10-2009
slogan	Nuestro slogan es atender	1	Una alternativa en momentos difíciles	16-10-2009
camping	Área de juegos y camping	2	Yamburara será mundial	17-10-2009
show	El show continúa	1	Lara recoge firmas contra Sabando	17-10-2009
by pass	Se trasladó al by pas	1	Una noche de asesinatos	17-10-2009
robot	parece un robot común	1	Un transformer real	17-10-2009
casting	Te invita al casting	2	Casting	17-10-2009
look	Algunas mujeres jamás renuevan su look	1	Errores más comunes a la hora de ponerse bellas	18-10-2009
CD	El CD posee temas folklóricos	1	Víctor Anker lanzará su CD	18-10-2009
álbum	Un álbum doble	1	Adiós, Negra…	18-10-2009
express	En olla express	1	Salpicón de res	18-10-2009
networking	Redes sociales como el llamado networking	1	Cómo buscar empleo en la era 2.0	18-10-2009
outputs	Mecanismo de conversión de los outputs	1	Sistema de Producción de la Empresa	18-10-2009
inputs	Mecanismos de información de los inputs	1	Sistema de Producción de la Empresa	18-10-2009
club	La designación del club	1	No existe seguro contra incendios	18-10-2009
custom	Es la custom clásica	1	'Loja custom club' ayuda a necesitados	18-10-2009

Author: María Rosa Ochoa.

Chart Seven

Variable: Local Newspaper "La Hora"

Subvariable: Ads

Anglicisms	Examples	Frequency	Title of the article	Date
spinning	Máquinas para spinning	4	Negocios varios	12-10-2009
steps	Máquinas para steps	4	Negocios varios	12-10-2009
full	Full equipo	22	Negocios varios	12-10-2009
closets	Puertas y closets	1	Bienes raíces	12-10-2009
internet	Lo que necesita saber en el internet	10	Bienes raíces	12-10-2009
toner	Recarga de cartucho y toner	1	FASTEX	12-10-2009
scaner	Manejo correcto de scaner	1	Negocios varios	13-10-209
copy	Manejo correcto de copy	1	Negocios varios	13-10-2009
chat	Gratis chat	1	Negocios varios	13-10-2009
fólder	Una carpeta fólder	1	Universidad Nacional de Loja	15-10-2009
stock	Una evaluación del stock	2	Venta de arroz a Colombia tiene restricciones	15-10-2009
stiker	Stiker esponja	2	Negocios varios	15-10-2009
burguer	Burguer zona rosa	1	Bienes raíces	15-10-2009
fútbol	Una cancha de fútbol	1	Judiciales	16-10-2009
cyber	Para trabajar encyber	1	Empleos	16-10-2009
switch	Switch para 24 máquinas	1	Negocios varios	16-10-2009
trailer	Vendo de oportunidad trailer	1	Negocios varios	16-10-2009
standar	dormitorios standar	1	Bienes raíces	16-10-2009
jacuzzi	Dormitorio con jacuzzi	2	Bienes raíces	16-10-2009
stock	Hasta agotar stock	1	Best by phone	16-10-2009
zoom	zoom óptico	2	Best by phone	16-10-2009
full HD	Con full HD	1	Best by phone	16-10-2009
junior	Vendedor junior	1	Empleos	17-10-2009
mouse	Gratis maletín y mouse	1	Negocios varios	17-10-2009
máster	Dormitorio máster	1	Bienes y raíces	17-10-2009
test	Se realiza el test	1	Rodar	18-10-2009

Author: María Rosa Ochoa.

Chart Eight

Variable: Loca Newspaper "<u>La Hora</u>"

Subvariable: Reports

Anglicisms	Examples	Frequency	Title of the article	Date
básquet	Su entrenador de básquet	1	Diana Atamaint: historia de una lucha constante	12-10-2009
web	Mi página web será una bofetada	1	Vizuete, escritor escribano	13-10-2009
shows	Dio esporádicos shows	2	Dos románticos visitan Ecuador	13-10-2009
show	Abrieron el show	1	Jóvenes protagonistas	14-10-2009
stand	Sus actividades en un stand	1	Jóvenes protagonistas	14-10-2009
rol	Cumpliendo un rol	1	Predesur y su lenta agonía	14-10-2009
nylon	Con hilos de nylon	1	Manduriacos, 'un paraíso escondido'	16-10-2009
magazín	Es la magazín más vendida	1	Su poder en el mundo	17-10-2009
internet	Por medio del internet	2	Consumo de tabaco y alcohol	17-10-2009

Author: María Rosa Ochoa.

Chart Nine

Variable: Local Newspaper "La Hora"

Subvariables: Sports

Anglicisms	Examples	Frequency	Title of the article	Date
game	En el quinto game	2	Nico pierde la final en Uruguay	12-10-2009
set	Y ganar el primer set	2	Nico pierde la final en Uruguay	12-10-2009
fútbol	Cita máxima del fútbol mundial	14	Ecuador va por el milagro	12-10-2009
béisbol	La Academia de Béisbol Loja	8	Béisbol, un deporte que crece en Loja	12-10-2009
sófbol	La inclusión del sófbol	3	Béisbol, un deporte que crece en Loja	12-10-2009
club	Representante del club	8	Equipo del 'Ciudad de LoJa' tuvo destacada actuación	14-10-2009
basquetbol	A la familia del basquetbol	2	Este jueves se inaugura torneo de baloncesto	13-10-2009
voleibol	En voleibol Pichincha y Guayas fueron los mejores	3	Pichincha manda	15-10-2009
básquet	Imbabura perdió ante Esmeraldas en básqet	1	Pichincha manda	15-10-2009
gol	Y menos 15 de gol de diferencia	1	Liga va por la reivindicación	15-10-2009
ranking	No está considerado en el ranking	2	Liga va por la reivindicación	15-10-2009
finish	Los partidos se cumplirá a finish entre los dos equipos	1	Culmina el fútbol interligas	15-10-2009
penaltis	En la tanda de penaltis	4	Ghana le da su primer oro a África	17-10-2009
finish	Se cumplirá a finish entre los dos equipos	1	Barrial culmina el fútbol interligas	17-10-2009

Author: María Rosa Ochoa.

Chart Ten

Variable: Tabloid "El Extra"

Subvariable: News

Anglicisms	Examples	Frequency	Title of the article	Date
internet	Extra en internet	8	EXTRA	12-10-2009
miss	Elegida como Miss Tanga	2	Santaneña ganó el Miss Tanga	12-10-2009
gay	Gay estrangulado	1	Gay estrangulado en plena "chupa" en los Dos puentes	13-10-2009
breakers	El disparo inmediato de los breakers	1	Instalando una conexión	13-10-2009
show	El show de las musas	13	¡Extra y Brahma!	13-10-2009
fans	Ha podido compartir con sus fans	1	Ecuador presente en los MTV 2009	13-10-2009
fouls	La tercera cosa los fouls	2	Árbitro-defensa y fouls	14-10-2009
fútbol	Del fútbol mejor ni hablar	3	Palos de ciego	14-10-2009
hobby	Lo aprendió como un hobby	1	24 semifinalistas Samborondón Guayas	14-10-2009
laptop	Una computadora laptop	1	Ex empleado resentido asaltó un chifa	15-10-2009
rating	El rating ha llegado a alcanzar 19 puntos	1	Primer golpe	16-10-2009
freak show	Se abrirán las puertas a un freak show	1	Un show siniestro	17-10-2009
piercings	Piercings en vivo y en directo	1	Un show siniestro	17-10-2009
cd	Prepara otro cd	1	"La chulla vida"	17-10-2009
sketchs	Con sketchs cómicos	1	¡La caravana más regalona llega al suburbio!	17-10-2009
foul	Un foul inexistente en el área	1	Palos de ciego	18-10-2009
by pass	Hallado en el by pass Quinindé	2	¡Siguen incógnitas por matanza en Santo Domingo!	18-10-2009
web	Presentación oficial del sitio web	1	Músicos nacionales	18-10-2009
cyber	A la cyber piratería	1	Músicos nacionales	18-10-2009
gol	Se pretende hacer un gol	1	Músicos nacionales	18-10-2009
clic	Comenzó a hacer un clic	1	Músicos nacionales	18-10-2009
récords	Arrasa en récords	3	¡No te aburras!	18-10-2009

Author: María Rosa Ochoa.

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Frequency	Title of the article	Date
subwoofer	subwoofer	1	Sony	12-10-2009
laptop	Conéctate con mayor potencia a tu laptop	1	Sony	12-10-2009
airbag	Con airbags	1	Ford	12-10-2009
full	Full equipo	28	Vehículos	12-10-2009
internet	Internet medio	8	Empleos	12-10-2009
marketing	Agencia de marketing	2	Empleos	12-10-2009
disyockey	Locución disyockey	1	Educación	12-10-2009
spray	crema más spray	13	Negocios	12-10-2009
gay	Videos gay	4	Negocios	12-10-2009
chat	Chat caliente	3	Negocios	12-10-2009
sexual afrodisiac	Ahora con sexual afrodisiac	1	Negocios	12-10-2009
disc-jockey	Locución disc-jckey	1	Educación	12-10-2009
laptops	laptops y computadoras	3	Negocios	13-10-2009
shampoo	Shampoo y placenta	2	Negocios	13-10-2009
small	Talla small	2	Negocios	13-10-2009
web	Página web	1	Edina	14-10-2009
stock	Hasta agotar stock	2	Hyundai	14-10-2009
show	Show para toda la familia	1	La Vecina	14-10-2009
Night club	De oportunidad Night club	2	Bienes raíces	14-10-2009
stress	Masaje stress	1	Negocios	14-10-2009
sexy	latina sexy	5	Negocios	14-10-2009
play	Ponle play a tu diversión	2	Play Land park	15-10-2009
freak out	Súbete al freak out	1	Play Land Park	15-10-2009
smoking	Vestidos de novia, smoking	1	Negocios	15-10-2009
bar	Aire acondicionado, bar	1	Negocios	15-10-2009
Dvd	Dvd desde $6	1	Negocios	15-10-2009
swinger	parejas swinger	2	Negocios	15-10-2009
strepper	Jóvenes con servicio de strepper	1	Negocio	15-1-2009
unisex	Cortes unisex	1	Empleos	18-10-2009
bar	Vendo bar	2	Negocios	18-10-2009
cyber	Cyber full equipados	1	Negocios	18-10-2009
webcam	Nueva con webcam	1	Negocios	18-10-2009
hot	Súper hot	1	Negocios	18-10-2009
sexy chat	Mensajea al sexy chat	1	Negocios	18-10-2009

Author: María Rosa Ochoa.

Chart Twelve

Variable: Tabloid "<u>El Extra</u>"

Subvariable: Reports

Anglicisms	Examples	Frequency	Title of the article	Date
stress	Pensé que era el stress	1	La eyaculación precoz tiene solución?	12-10-2009
fútbol	Un partido de fútbol	1	Lo que no se vio en la feria de Durán	13-10-2009
stand	En cada stand	1	Lo que no se vio en la feria de Durán	13-10-2009
gay	El divorcio gay del año	3	"Lo dejé porque me maltrataba"	16-10-2009
tickets	Con sus asientos se ubicaron en los asientos	1	¡El primer viaje en avión de los niños de crecer!	16-10-2009

Author: María Rosa Ochoa.

Chart Thirteen

Variable: Tabloid "<u>El Extra</u>"

Subvariable: Sports

Anglicisms	Examples	Frequency	Title of the article	Date
gol	Varias ocasiones de gol	14	¡Uruguay ganó con antifútbol!	12-10-2009
fútbol	Ningún jugador de fútbol	20	¡Uruguay ganó con antifútbol!	12-10-2009
penalti	Originar una falta penalti	1	Extrasapada	12-10-2009
club	Arribó un club del trompo	3	¡El trompo unió al país!	12-10-2009
show	Un show con el trompo	1	¡El trompo unió al país!	12-10-2009
playoff	Los juegos del playoff	4	Comienzan los play off en Fútsal	12-10-2009
master	Categoría master	4	Play off en senior A y B	13-10-2009
e-mails	Seguirán enviando e-mails	1	Extrasapada	15-10-2009
internet	Ya se venden por internet	1	Extrasapada	17-10-2009

Author: María Rosa Ochoa.

QUANTITATIVE TABULATION

Chart Thirteen

Variable: National Newspaper "El Universo".

Anglicisms	**Section**	f	%
	News	66	34,375
	Ads	90	46,875
	Social pages	1	0,520
	Sports	19	9,895
	Reports	16	8,333
	Total	192	99,998%

Author: María Rosa Ochoa.

Chart Fourteen

Variable: Local Newspaper "La Hora"

Anglicisms	**Section**	f	%
	News	40	45
	Ads	26	29
	Social pages	0	0
	Sports	14	16
	Reports	9	10
	Total	89	100%

Author: María Rosa Ochoa.

Chapter Fifteen

Variable: Tabloid "El Extra"

Anglicisms	**Section**	f	%
	News	22	31
	Ads	34	48
	Social pages	0	0
	Sports	9	13
	Reports	6	8
	Total	71	100%

Author: María Rosa Ochoa.

The MOST FREQUENT ANGLICISMS

Chart Sixteen

Anglicisms	Number of times that repeat it.
full	407
web	21
fútbol	69
internet	62
bar	12
show	45
laptops	41
jeeps	28
gol	24
express	20
club	15

Author: María Rosa Ochoa.

Discussion

At this part of the research, a close relation between the theoretical background and the description and analysis of results is established, the conclusions can be written from these two steps. The development of the discussion is very important, because here the investigator gives a personal support, through the analysis of results which were carried out in the field research.

THEORETICAL BACKGROUND

At this section, a lot of concepts, ideas and more definitions will be presented, all the theory contained here is very important for future aspects related with this thesis project. Is relevant to include just that specific and useful information. According to these, it is necessary to begin from   the following basic concept:

Language

Whitney, cited in A.S Diamond (1959), says that language is "the way of expression of human thought". On the other hand Tylor, also cited in A.S Diamond (1959), says that language is "an external manifestation of internal processes of the mind".

Finally, A.S Diamond (1959) gives us more detailed information about language: There are three aspects of the language that should be taken into account:

Language is simply types of sounds, pronounced and listened by people, who acquire their meaning from different circumstances.

Language is always changing. It`s character of origin, depends of the environment inside a community. To can study and understand the language, one must start from the world of linguistics.

Linguistics

According to Crystal (1941) linguistics is the scientific study of language. Having become widely known and taught in the 1960s, it studies the communication in relation to human beliefs and behavior (e.g. theology, philosophy, formation theory). He also says that linguistics is "an academy discipline, which development has been study recently and rapidly in a separate way, because of its complexity".

In addition Wikipedia claims that linguistics is the scientific study of natural language. An important topical division is between the study of language structure (grammar), and the study of meaning (semantics and pragmatics).

Similarly Richards, Platt and Platt (1997) states that linguistics is the study of the human communication system. Today linguistics covers a broad field with different approaches and different research areas. According to the description above, language can establish different branches.

Branches of linguistics

For instance, linguistics has analyzed the study of language inside areas like: phonology (the sound system), syntax and

morphology (the sentence structure) and semantics and pragmatics (system of meaning).

Morphology

Thus, Diccionario de las Ciencias de la Educación (1984) claims that morphology studies the word shape, related with associations, combinations, and relation of the significant, minimum elements (morphemes).

Morphemes

A morpheme is the smallest meaningful unit in the grammar of a language.

Example:

* Unladylike

The word unladylike consists of three morphemes and four syllables.

Morpheme breaks:

un- 'not'

lady '(well behaved) female adult human'

like 'having the characteristics of'

None of these morphemes can be broken up any more without losing all sense of meaning. Lady cannot be broken up into "la" and "dy," even though "la" and "dy" are separate syllables. Note that each syllable has no meaning by its own.

Similarly Wikipedia argues that morphology is "the identification, analysis and description of the structure of words". For

example, English speakers recognize the words dog, dogs, dog catcher are closely related.

So here is where the morphology plays an important role, analyzing this, is necessary to apply two terms: lexeme and word form.

dog and dogs: same word (lexeme)

dog and dogs: different forms of the same lexeme

dog and dog catcher: different lexemes, they refer to two different entities

Finally A.S Diamond (1959) suggests that thanks to morphology, we realize about the complexity in the creation of a word and the process to be accepted as such.

Therefore, there must be an affinity of form and meaning to the word, this will be understood and accepted.

Through this example the procedure to create a word is illustrated.

Example: Nationalization

na: oldest, verbal value (giving birth, birth, engender)

natus: participle

nation: birth, progeny, people

nattio: root word + addition of the suffix (tio).

nationalem: form the verb (nationalize) = nationalize + the addition of the suffix.

ize: Greek termination in the language, used to convert a verb in adjective.

+ addition <<atio>> Latin suffix name (ationem) forms the name <<nationalization>>

From this, we can point out the history of this word, first was a word, then a name, then an adjective, then a verb, then a name, e.g: national= nationally.

Moreover, the writing of words not only depends of its shape, it also depends of its organization, to can be understood.
For this reason, is important to write about semantic.

Semantic

To illustrate the concept of semantics Crystal (1941) says that semantics is "the major branch of Linguistics dedicated to the study of meaning in language".

Secondly, Núñez (1996) states that semantics is where the linguistics studies the strategy of speakers, to organize the information in linguistic sequences and the mechanisms of decoding using by receptors, to update the explicit information in these sequences and to obtain such information which has not been said.

Here the speaker has the most basic intuitions of: the linguistic activity learned and inherited materials (phonological and grammatical structures) skills, where the speaker takes advantage almost unconsciously.

Besides semantics pay attention to the cognitive and social content that is handled in communication.

To achieve that aim, the following tasks are proposed:

- The Linguistic sequence may refer to a person, a property or some fact of the world; to can define and characterize these categories, will be among its first tasks.

- To analyze the lexical components of words where the semantic structure is fixed and its mean is formally represented.

- To establish the semantic anomaly conditions, it means the conditions that prevent a grammatically well-formed message. In the same way pragmatics also analysis the goal of understanding, interpretability and adaptation of terms inside the linguistic messages, related to the context and to the speakers.

Pragmatics

For instance, Crystal (1941) argues that pragmatics is "the study of the principal aspects that govern the use of language in a communicative way. Especially in universal conversations, or restricted conversations useful for the study of specific languages.

He also claims that pragmatics deals only with those aspects of context, which are formally encoded in the structure of the language. At the same time, it has been characterized for its analysis at conversational performances' practices.

Similarly Núñez (1996) suggests that pragmatics is related to the rules, governing the interpretations of messages, but is not related with the understanding of the words meaning.

Despite that semantics and pragmatics have different studies aims inside the language; at the moment to read a simple sentence, is very important to distinguish the role that each one interprets.

The semantics is interested in how the sentence relates to the world of the speaker.

The pragmatics is concerned in how the sentence relates with the status of the speaker's knowledge.

To continue with the study of language, the description of syntax is one of the most important elements inside the branches of linguistics.

Syntax

According to Crystal (1941), syntax is "the study of the interrelationships between the elements inside the sentence structures, and also studies the rules that govern the establishment of sentences into sequences".

In addition Diccionario de las Ciencias de la Educación (1984) argues that syntax is the part of grammar that studies the relationships of words within the sentence.

Syntax also deals with the rules governing the association of phrases (language's units) to build larger units (sentences and operations).

Wikipedia suggests that syntax is "the study of the principles and rules for constructing sentences in natural languages". In addition to referring to the discipline, the term syntax is also used to

refer directly to the rules and principles that govern the sentence structure of any individual language.

Inside the language, the writing and speaking skills are so useful to have a better communication, so besides a correct writing, a correct pronunciation is very important. According to this, phonology plays a transcendental role within branches of linguistics.

Phonology

Hyman (1981) claims that phonology studies the sound systems of language. Who studies a language might master the production and perception of sounds, but he or she must know when to use this sounds.

Moreover, speakers have to learn in order make use of their language for communication effects. He also argues that phonology studies how sounds are structured.

In addition English Phonology, Texto Guía (2006) suggests that most writing systems do not conform exactly to the sounds that people emit in speaking. Therefore it is important the acquisition of a correct method to can explain and transcript the language sounds.

So for this reason phonology is "a science, branch of linguistics, which studies the speech sounds in general, according to their production, composition, distribution and function within the language".

Consequently to have a better idea about phonology, it is necessary to study one of its branches, the phonetics.

Phonetics

It is a descriptive science; its study is the production and perception of sounds from a specific language in relation to their physical manifestations.

It means to study the acoustic of the sound, which is the production, articulation and perception of the speech sounds.

Going ahead with this study, it is necessary to talk about an important branch inside grammar:

Morphological procedures

To illustrate this definition Crystal (1941) suggests that morphological procedures are the branches of grammar which studies the form or the structure of words, through the use of the morpheme construct. A morpheme is the smallest unit of written symbols that have meaning.

Inside morphological procedures, there are three important elements: derivation, composition and parasynthesis.

Derivation

According to Crystal (1941) derivation "is a term used in morphology to refer, to a category or processes of word formation"

Let us see the next example to understand this affirmation:
Basically the result of a derivational process is a new word (e.g. nation = national). Whereas the result of a derivational process is a different form of the same word. (E.g. nations, nationals).
E.g. nation-al – ise +ing / -s / - d.

- In a more restricted context a derived structured refers to the form of an output phrase- marker, after that a transitional rule has applied.

- The term is used to refer to the origins or historical development of a language or linguistics forms. Sounds, words and structures are said to be derived from corresponding forms in an earlier state of a language.

Derivation is completely related whit composition.

Composition

Crystal (1941) claims that composition "is a term used in Linguistics to refer to a structure model, which is formed by larger units, composed by smaller units".

Thus this, sentence, phrase, word and morpheme are sometimes describes as one composition, so it explains that the units of higher rank can be analyzable into units of lower rank.

The term composition could be used in a general sense of processes of compounding; and sometimes in a restricted sense, referring to a particular type of compound.

Example:

simple words: house, old, yellow, the.

composition: The old yellow house(sentence). This sentence is composed by three adjectives.

To get a better analysis about the smaller units that take part of larger units, the term parasynthesis play a very important role.

Parasynthesis

Wikipedia argues that parasynthesis is a process of word formation, where the lexical form is not formed only by a derivational morpheme, but is a complex process where two or more morphemes are adding.

Example: downhearted (formed from down + heart + -ed; not down + hearted).

Similarly André Martine, cited by Wikipedia proposes to analyze parasynthesis, like a pattern of word formation, in which the resulting lexical form has the form:

[Ml1 + Ml2 + MnL]ML3 = release morpheme+release morpheme + unreleae morpheme.

Being a lexeme a releasable morpheme, usually can occur in free form or in other combinations of speech and being a non-releasable morpheme.

An example of this process is the word teenager:

= [teen + age + (r) = teenager]

Thus, we recognize two releasable morphemes: teen and age and a not releasable or bound morpheme as-r. So is important to distinguish parashyntesis as "the unique process of double application derivation, where the appearance of an intermediate releasable morpheme is recognized".

Through this research we have seen how linguistic plays an important role in communication, as well covers all the concepts

necessary to understand the spoken and written language, therefore let's make a review about some different historical and descriptive point of views.

Historical Linguistics

R.H. Robins (2000) says, that learning a foreign language or dominate the native language, reveals how many factors are involved in the human faculty of communication through language.

In the second hand, most of world cultures have been instilled among some others a certain conscience about reach and power of the language. This interest originates a speculation about language's origin and from its position in the communities' life.

The theoretical and practical results from Greeks, were received by Rome, and then were transmitted to the grammatical Latin of the middle ages, and these were received by the modern world during the Renaissance.

In the stage of knowledge transmission, any rupture that could break the European tradition of linguistics has been found.

Linguists and their achievements are described at the moment when they exert their first important influence in European linguistics and this way, they entered to the stream, which conduces to the present linguistic World.

The linguistic science has been a permanent center of interest from ancient Greece until the present. The human sciences including

linguistics arise from the consciousness development that human beings have.

The fast development of linguistics as an academic discipline has developed an increase in the linguist's interest, for study the past history of this subject. Over the last thirty years, the history of linguistics has been able to find a recognized and distinctive place, in the teaching and research that covers linguistics.

Today's linguistics science, such us other areas of knowledge related to human knowledge and culture, is a product of its past and an elemental base of its future. This is the platform of human history.

A very important part of the history of linguistics is any systematic study directed to some aspects of language, being an interesting and worthy object of this study. The advance of a science is affected by the social context of the contemporary world, and the intellectual aspects that it dominates.

Leaders and innovators in the science of linguistics, became the creators of schools, we have the fortunate that the old classical Greece, had people whit character for the language arts. The current state of science is the product of external and internal factors, because linguists are part of a community and part of their tradition and culture.

In addition Wikipedia claims that Historical linguistics "is the study of language change" It has five main concerns:

* To describe and represent changes observed in particular languages.

   * To reconstruct the pre-history of languages and determine their relatedness, grouping them into language families.

   * To develop general theories about how and why language changes.

   * To describe the history of speech communities.

   * To study the history of words, i.e. etymology.

   According all this concept and ideas, throughout the history of language, we can realize that language is changing constantly, next some concepts about this.

Language change

   To illustrate this A.S Diamond (1959) claims that language as a science, has been in constant change. For example if we take the modern English the Oxford Dictionary, we are going to discover that here is recorded much of the English vocabulary, used in the last time of this millennium, where a immersed number of words, phrases, meanings and new uses, have been introduced.

   Secondly Richards (1997) states that language chance is the language change over time.

   All modern languages have changed and still changing.
 For example in English, the recent changes are: The disappearance of words like what and watt.

In the case of I hope, we hope, it is to be hoped, can be said hopefully, as the meaning of be expected. Constantly could be entered into the language new words and expressions, e.g. drop-out, alternative society, culture shock; to try to say marginal, alternative society and culture shock.

Today, changes in language are becoming so common in our native language, when a person or a community start to use words which are not correct, we can say that a language vice is taking part of a determinate language.

Language Vice

For example, an article from Liceo Esteban Kemeny Harmos, written by Fernández Berta suggest that language vice is the incorrect use of vocabulary; this makes more difficult the comprehension of an article or a conversation.

All the news words that some people apply in their native language contain the characteristic of be a language vice, some of the most common are:

Neologisms

For instance Richards (1997) notes that the introduction of a new word or expression is known as neologism, neologisms are the result of the creation of new forms of speech, due to the need to speak more fluently.

Similarly, Diccionario de las Ciencias de la Lengua (1893) says that neologisms is the creation or change of a new word in a

language. In certain occasions is based on existing elements, while in other the term is entirely new.

The indispensable condition for its admission is that new words can go with the rules, governing the formation of words in the language used.

According to the Cambridge Encyclopedia of the English Language (1995), neologisms are responsible for a constantly – changing vocabulary, such linguistic innovation are necessary to can express changes in the society.

It is difficult to say, who or what crates these new words, but media seems to play an important role, the exactly sources of neologism are not so easy to identify, even if the mechanisms for create new words are well – documented.

Moreover talk about neologisms is not as simple as it seems. According to "El neologismo. Concepto, formación y aceptación" a web article by Manuel Alvar Ezquerra (2005), he says that neologisms not only refers to new forms in the language, but a neologism may include words that have developed a new meaning, or could been have adopted from other languages.

In order to what the speaker needs to express, to fit into a conversation, or the need to objectify their feelings, two types of neologisms must be explained:

   - Denotative neologism: published by the need of a word or an expression appropriate, to appoint a new reality or original idea.

- Connotative neologism: are formations of new words with expressive character, due to the subjective needs of the person, and not are just for strict use of the literary, because ourselves can create it when writing a letter or take a test.

It is important to found a balance between the needs of individual expression and community expressions and not to overburden the language of new formations.

So if a neologism must be put in circulation, can be said that is need to be useful enough, for the speakers and nothing else.

The new words in a time can generalize and then, cease to be widespread, and neologisms (eg visión or telefonear) that were once neologism, today they are already commonly used words. Sometimes the neologisms are formed, based on words that already exist (eg hydro – massage igual a hidromasaje), and adopting other neologisms of other languages (eg airbag).

Examples of neologisms in computing:

Internet (red de comunicación global)

Chatear (de Chat)

Computadora (Computer)

Ordenador

Servidor (Server)

Clickear (de Click)

Ratón (mouse)

Soportado (supports)

Navegador

Hardware

Disco Duro

Piratería

Archivos

To make a new word appears in the language, usually happens the following:

Comes a feeling that is necessary, it means there is something new, we want to appoint.

A new one term is chosen, the creator suggest as appropriate, based on material already available in the own language, or in another language or simply a person can invent it.

Hence, create new words is not so easy, but pronounce them is a free act, so much people do it using an erroneously expression or words, these is known like barbarism.

Barbarism

According to the Merriam-Webster Dictionary barbarism is "the use of words, forms or expressions considered incorrect or unacceptable".

According to this the English word barbarism is referred to incorrect use of language, but now is used generally to refer to ignorance or crudity in matters of taste, including verbal expression.

Also says that are terms that sounds too foreign to listen, inside a Spanish context.

According to googlescholer.html, barbarism is a foreign word or expression that is used for fashion, through ignorance or because most of children have grown up, with these word in their vocabulary. It is advisable not to use words from another language if we know the equivalent in our language.

In the next examples there are words which are very common used in Spanish language.

Affiche - cartel, Ok - de acuerdo, Baby – niño, beige – crema, confort- comodidad, Cow-boy – vaquero, Jeep - todo terreno,   Picnic - comida campestre, Poney - caballo pequeño, Role – papel, Shock – traumatismo, Slogan – mensaje, Star - estrella de cine, Stop – parada, Trailer – remolque.

Our research is closely related to the reading of newspapers, so it is important to talk about Anglicism, because it use is becoming common in the written language and is a clear example about what language vice is.

Anglicisms

According to Wikipedia, Anglicisms "are loanwords from English, into another language".

Their common origin is given by the use of words that come through erroneous translations, which are the result of spoken and written material in English.

Their proliferation and use occurs more frequently in adolescents, because they can feel more impressed by the international media.

The Influence of technology, also adds new terms to our native language, due to its continued development of technologies.

Also Wikipedia (profesoresenlinea) express that within each country, is not very acceptable the import of new words from another language, which replace terms that previously existed, in the native language of each country.

As future teachers of English, we must take into account the correct use of language, because it has been always required by the scientific editorial office.

Due to the existence of a long list of Anglicisms used in our Spanish language, is appropriate to recognize them.

On one hand we have those Anglicism the most objectionable, known as barbarians, whom we have discussed previously, which are easy to recognize as foreign to our language and if you are a person with a good knowledge of the Spanish language probably you will never use them. Example: attachment (anexo), chatear (charlar), clickear (seleccionar), email (correo electrónico), escanear (rastrear), mapear (cartografiar), mouse (ratón), printear (imprimir), printer (impresora), rata (rate), taguear (marcar).

Also there are those terms that have become so common, and its use is very common in Spanish language. Example: accesar (acceder),

compulsorio (obligatorio), cuestionar (preguntar), data (datos), eventualmente (finalmente), indentar (sangrar), interactuar (interaccionar), magnificación (aumento), recreacional (recreativo), similaridad (similitud).

There are also words, with particular significance, which have already been added to Spanish:

Aplicar (por solicitar), comando (por orden), editar (por corregir), escenario (por posibilidad), instrumental (por esencial), nombrar (por dar nombre), operación (por funcionamiento o manejo), pensar (por creer), realizar (por darse cuenta), salvar (por guardar), set (por grupo), tarjeta (por blanco), tuna (por atún) y visual (por recurso audiovisual).

When a texts need to be written in a scientific way, usually the following Anglicisms are used:

aislación- aislamiento

atachar- añadir

camuflagear- camuflar

clevage- segmentación

disectar- disecar

engolfar- fagocitar

externalizar- exteriorizar

insulador- aislador

intercom- intercomunicador

modelización- modelado

monitorear- controlar, seguir, verificar

plausible- posible

similaridad- similitud

sobrelapar- sobreponer

According to americanismos.com the Anglicisms also are known as those terms of English origin that has been introduced into our language and many of this no need to be translated to be understood.

Aerobic: Ejercicios Aerobicos, aeróbic

Backstage: (báxteich) Detras del escenario

Bar: Establecimiento de bebidas que suelen servirse en el mostrador.

Baseball (Beisbol): Juego que se practica con un bate y una pelota entre 2 equipos de 9 jugadores, en un campo limitado por 4 almohadillas que marcan la carrera del jugador.

Beef steak (Bistec): loncha de carne, asada o frita.

Blue Jeans: Pantalones de mesclilla

Brother (hermano): Expresión que denota a un amigo.

Business: Negocio

Bye: Adios

Car Wash: lavado de automobil

CD: Disco compacto

Chance: suerte, oportunidad, probabilidad.

Cheese cake: Postre de queso

Chequear (check, to): examinar, explorar, revisar.

Click: chasquido, presionar el botón.

Clip: (cir) grapa o punto metálico. 5

Cell Phone: Telefono móvil

Cool: expresión usada para denotar algo entretenido

Corner: expresión utilizada en el soccer para demarcar una esquina o la salida del balón por una de las líneas de fondo.

Comfort: comodidad, bienestar.

Copy: Copia

Crazy: Loco

Curso (course): evolución, ciclo

Disket (disquete): unidad de almacenamiento de archivos computacionales.

DVD: Disco de video digital

Elicitar (elicit,to): provocar.

Email: Mensaje electrónico enviado a través de la red computacional de Internet.

Enfatizar (emphasize, to): destacar, insistir, recalcar, subrayar

But in our language, when we use words that are not formally established in a language, an act of interference is appearing in that language.

Foreign Language interference

Richards (1997) reports that foreign language interference is "the use of a native language rule that leads to an error or an inappropriately form of the original language and this is also called interference.

For example a Spanish learner of English can say something wrong as:

I am here since Monday, rather than: I have been here since Monday.

In the second place, there is a transference positive which makes the learning easier; it happens when the native and target language have the same shape.

Example: the word idea has the same meaning in both languages, English and Spanish.

According to our thesis project Anglicisms are present in written language, so it includes the newspapers, which constitute our work sample.

Newspapers and Tabloids

Newspapers

For instance Prieto (1996) claims that newspapers are publications created for the popular necessities and their demands.

Its message must be concrete. Newspapers can be short or big and its pages are printed by the two sides. Its information must interprets an own social condition.

Every impressed material requires a fluid message, where exists a relation between the communicator and the context.

In addition Lereño and Marin cited by Prieto (1996) suggest that is important to recognize the next journalistic kinds:

- News or informative note: Its aim is to announce the collective facts. It has to be redacted without interpretations.

- Interview: It is a conversation between a journalist and the Interviewed. Inside the dialog, new, opinions, comments and interpretations are collected.

- Chronicle: It is the detailed story from an event in the order that this was executed. It gives the chronicler opinion, more than the reality, it always recreates an atmosphere.

- Report: It is one of the more complexes, it is considered as a statement or a detailed and documented report of a success. It has a public interest. The report put a deeper attention over the causes that produce the facts, it can analyze them and it produces environments.

- Column: It tries in a briefly way those interesting aspects, its principal characteristic is that it showed in a constantly topographic way and its name can change several times.

- Article: Here the journalist exposes his or her own opinions and all this judgments about the more important news, especially those that are from general interest.

Finally inside the newspaper there is a fundamental variable which is characterized for contain a lot of terms that are no always correctly emitted.

This variable is the tabloids.

Tabloids

According to this, Wikipedia notes that tabloid is a term for a smaller newspaper; it could be a weekly or semi-weekly alternative newspaper that focuses on local-interest stories and entertainment, or a newspaper that tends to sensationalize and emphasize or exaggerate sensational crime stories, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sports stars.

Secondly Wimmer (2001) claims that a lot of people have faith is this stories, even he searched about a woman who travelled to Guatemala after having read an article about a plant that could rejuvenate people.

Before to finishing this research, it is essential to write about some important conclusions from investigators, who also have tried to give the major contributions related with the use of Anglicisms, inside the Spanish written language.

Previous studies

According to these section, it is really interesting when some articles about the use of Anglicisms are much related with this project theme; being very useful and basic to give the essential conclusions, so next some examples of the information found related with the theme:

For instance Erichsen (2005) argues in his blog that the use of Anglicisms in Spanish language is a question of daily use.

He also claims that technology and entertainment that comes from English countries play an important role. His conclusions are part of his own experience, he was in Ecuador and other places that speak Spanish, and here he realized that the use of Anglicisms will not stop, even more if the U.S is always playing a direct role over our culture.

Secondly Bedoya & Harold (2009). Thesis Project Tutoring: Los Anglicismos Léxicos en el Español hablado por un grupo de jóvenes estudiantes de la Pontificia Universidad Javeriana, claims as part of their conclusions, that the use of foreign words, is an indicator of the language behavior in society, though their research has limited to study a small population.

In addition they argue that young people are known as the principal promoters of Anglicisms because they use it frequently.

They also claim that the use of Anglicisms depends of the control that the speaker does at the linguistic production, though it is determined by sociolinguistics, historical - regional and context factors.

Moreover they have assumed that the use of Anglicism is just a little sample, about what evolution means. In order with these, human beings always are going to have changes in every aspect of their lives.

Accordingly to Delgado (2005) in his article Los Anglicismos en la Prensa Escrita Costarricence, he declares some conclusions, which, in my opinion are useful and important.

He says that with the arrival of technology and sports, a lot of Anglo-saxon terms have interfered in the Castilian and translate these words sometimes result difficult.

He also claims that it is necessary to promote agreements between people, because in otherwise, everybody will have to accept a lot of English terms, which can result too long or useless.

In addition he exposes, that the degradation of the Castilian language inside the information world, could be avoided, if everybody will does their effort. The scientific community must realize that language is a cultural value, so a harmonious evolution of itself needs to be protected.

Similarly he argues that Spanglish is constantly present at the communities, consequently it affects the native language notoriously.

Most of people, who have acquired the news terms, will be continually do it, because they are in a period of many technological, social and economic changes.

Also he is concerned with the excessive use of Neologisms, basing his worries about people, so he express, if people are beginning so conformist in relation to the use neologism, to such a degree to cannot make the difference between the native and the

imported language, and through the pass of time, it will make lose the national identity.

Again these, he argues that it is important to act with responsibility toward the language, even though the journalists, the translators, the linguistics, are a minority.

Finally he claims, that any existing language, can acquire linguistics lending, by specific necessities; the learning of a second language, is just that, a second language, so the use of a new one, must not injure the native language, until the point of destroyed it.

ANALYSIS AND INTERPRETATION OF RESULTS

At this part, all the scientific theory, the charts and the interviews must be checked with solid criteria to develop the next three different analyses.

The linguistic analysis has as principal aim an etymological, syntactic - semantic and morphological analysis of the thirty anglicisms selected for each variable. The use of all the information acquired in this research and my previously knowledge is essential to describe them inside this specific analysis.

The comparative analysis is related with the percentage and frequency that anglicisms have in each variable and subvariable. It is useful to use charts and draw graphics to present all the terms tabulated, this will show in a global and practical way that the quantity of anglicisms is different inside each variable and subvariable.

Finally, the sociological analysis reports the principal opinions about the presence of anglicims in the Ecuadorian given by the interviewees and my own criteria, different points of view are going to be collected which are so important for my research and its conclusions.

LINGUISTIC ANALYSIS

VARIABLE: National Newspapers "El Universo"

Fútbol

This word comes from the English language *football*. It has the following meaning: A game between two teams of eleven players each one. The purpose is to make enter a ball for a desk, in conformity with certain rules, of which the most typical is that the ball cannot be touched neither by the hands, nor with the arms.

The term "fútbol" is accepted by the Spanish Royal Academy. In the sentence this word acts as a noun.

Example: La selección boliviana de **fútbol**.

Both in Spanish and English, the word "fútbol" is used as a noun. This term has suffered changes in its spelling: football - fútbol.

It is concerned with the phonology; a person pronounces a word in Spanish in the same way as she/he hears it. In my opinion this term enriches the Spanish language because so many people understand this word; it doesn't matter if someone has a high or low level of English.

Express

This term comes from the Middle English, from Anglo-French *expres*, from Latin *expressus*, past participle of exprimere to press out, *express*, from ex- + premere to press — more at press. It has the following meaning: a: directly, firmly, and explicitly stated <my express orders> b : exact, precise. a: designed for or adapted to its purpose b : of a particular sort : specific <for that express purpose>.

a: traveling at high speed; specifically : traveling with few or no stops along the way <express train> b : adapted or suitable for travel at high speed <an express highway> .

Inside the Spanish Royal Academy this term has not been accepted. In this this word acts as an adjective.

Example: Fiscalía indaga 29 casos de robo **express**.

Both in Spanish and English, the word **express** is used as an adjective. The term "express" has not suffered any change from its original spelling, is the same in the two languages: express - express. In my opinion this term spoils the Spanish language because it is a not necessary incorporation and the word has different meanings, which can confuse people who don't have certain English knowledge. Here in Ecuador the term *express* is used to show a particular way of robe and kidnap, whose main characteristic is related to the meaning number three: traveling a high speed without stops along the way.

Web

This term comes from the English word "Web". Red, malla, its meaning is totally related with technology: Computer network (net).

This term is accepted by the Spanish Royal Academy. In this case the word web acts as a noun. It is important to describe that this word has another meaning in Spanish (telaraña) but in the following example this is not the case.

Example: Procuré investigar en la página **web**.

In both languages, this term is used as a noun. The term web has not suffered any change in its spelling; it is the same in the two languages. In my opinion this term enriches our vocabulary because it provides a new contribution related with technological terms.

Show

This Anglicism comes from the English language. The meaning of the word show declares: A variety show or an action or thing realized for exhibition.

The term show is accepted by the Spanish Royal Academy. The word is used as a noun.

Example: Todo el **show** fue muy agradable.

In both languages, this term is used as a noun. The term show has not suffered any change in its spelling, is the same at the two languages.

I think this term enriches the Spanish language because is a short way to express a noun, when we talk about different events of any kind.

Jacuzzi

This word comes from the English language. It is a registered trademark.

It has the following meaning: Tub for hydro massage. This term is accepted by the Spanish Royal Academy and acts as a noun.

Example: Con **Jacuzzi**.

This term is used as a noun in both languages and has not suffered any change in its spelling.

In my opinion this term spoils the Spanish language; most of people refer to these objects using the name of this trademark, so people think that its real name is *Jacuzzi* instead of hydro massage.

Full

This term comes from Middle English, from Old English; akin to Old High German *fol full,* Latin plenus *full,* plēre to fill, Greek plērēs *full,* plēthein to be full.

The meaning of the word full is: Containing as much or as many as is possible or normal <a bin full of corn> a : complete especially in detail, number, or duration <a full report> <gone a full hour> <my full share> b : lacking restraint, check, or qualification <full retreat> <full support> c : having all distinguishing characteristics : enjoying all authorized rights and privileges <full member> <full professor> d : not lacking in any essential : perfect <in full control of your senses> e (1) : completely occupied by runners <came to bat with the bases full> (2) : having three balls and two strikes <a full count> a : being at the highest or greatest degree : maximum <full speed> <full strength> b : being at the height of development <full bloom> c : being a full moon : completely illuminated <the moon is full tonight>.

The term full is not accepted by the Spanish Royal Academy. In this case acts as an adjective.

Example: **Full** seguridad.

The term full is used as an adjective in both languages and has not suffered any change in its spelling. In my opinion this term spoils our language because people are forgetting the right Spanish word and using this word in every context, even in a formal one.

Internet

This word comes from The English language. Its meaning is directly related with technology: An electronic communications network that connects computer networks and organizational computer facilities around the world.

The term Internet is accepted by the Spanish Royal Academy and acts as a noun.

Example: Incluye **internet**.

The term is used as a noun in both languages and has not suffered any change in its spelling.

In my opinion the word internet enriches the Spanish language because it gives us a new word, which is entirely understood and used by so many people around the world.

Jeeps

This term comes probably ultimately from Eugene the *Jeep*, character in the comic strip *Thimble Theater* by Elzie C. Segar. Its meaning is: A small general-purpose motor vehicle with 80-inch wheelbase, 1⁄4-ton capacity, and four-wheel drive used by the United States Army in World War II; also : a similar but larger and more powerful United States army vehicle.

The term jeeps is not accepted by the Spanish Royal Academy in both languages acts as a noun.

Example: **Jeeps** in varias marcas.

The term jeep has not suffered any change in its spelling.

In my opinion this term spoils the Spanish language, because in many cases its use is related to vehicles which do not have the characteristics above.

Laptops

This word comes from the English language *laptop*: lap (regazo), and top (vista) this word presents the following meaning: A portable microcomputer having its main components (as processor, keyboard, and display screen) integrated into a single unit capable of battery-powered operation.

The term laptop is not accepted by the Spanish Royal Academy; in this case the word functions as a noun.

Example: **Laptops** Dell.

In both languages, this term is used as a noun. The term laptops has not suffered any change at its spelling.

In my opinion this term spoils the Spanish, in our language "portátil" is the right word, and there are people who do not understand the English term, so it causes interferences in the communication.

Stock

This term comes from the Middle English *stok,* from Old English *stocc;* akin to Old High German *stoc* stick and presents the following meaning: Quantity of goods, which are stored in a deposit.

The term stock is accepted by the Spanish Royal Academy and functions as a noun.

Example: Hasta agotar **stock**.

In both languages, this term is used as a noun; the term stock has not suffered any change in its spelling.

I think that this term enriches the Spanish language, especially in the market area, because it is used for so many people when they refer to a specific product.

VARIABLE: Local Newspaper "La Hora"

Blog

This term comes from the English language is a short form for *Weblog.* This term has the following meaning: A Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer; also the contents of such a site.

The term is not accepted by the Spanish Royal Academy and functions as a noun.

Example: Comentario del **blog**.

In both languages, this term is used as a noun; this term has not suffered any change in its spelling.

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In my opinion this term enriches the Spanish language because it is a new contribution inside the media vocabulary.

Camping

This word comes from the English language. The word "camping" has the following meaning: A place outdoors. Consists in make encamped activities at these type of places.

The term camping is accepted by the Spanish Royal Academy, in this case this term acts as a noun. It is important to explain that in English language the word "camping" is used as a verb "acampar" but in Spanish language it can be also used as a noun or as a verb. Example: Área de juegos y **camping**.

The term has not suffered any change from its original English writing.

I think this word spoils the Spanish language because its use it not necessary, it would be so much better that people start to use the Spanish term "campamento".

Spinning

This word comes from the Middle English *spinner* from Old English *spinnan*; akin to Old High German *spinnan* to spin and perhaps to Lithuanian *spęsti* to set (a trap) and has the following meaning: To move swiftly especially on or as if on wheels or in a vehicle.

The term spinning is not accepted by the Spanish Royal Academy, in this case acts as a verb.

Example: Máquinas para **spinning**.

In both languages, this term is used as a verb; its spelling has not suffered any change.

I think this term spoils the Spanish language because it is a word used only for gymnastic purposes. A person who does not understand English, or is not familiar with sports, is never going to understand it. But on the other hand try to give it a Spanish translation could result very long "ejercitarse con bicicletas estáticas" but at the end is so much better for everybody to understand its meaning.

Béisbol

This term comes from the English language (base ball). It has the following meaning: A game played with a bat and ball between two teams of nine players each one, on a large field having four bases that mark the course a runner must take to score.

The term béisbol is accepted by the Spanish Royal Academy. It is used as a noun.

Example: La Academia de **Béisbol** Lojana.

In both languages, this term is used as a noun. The term has suffered changes in its writing: baseball - béisbol. It is concerned with the phonology. A person pronounces a word, in the same way as he/she hears it. In my opinion this word enriches the Spanish language. It is a new contribution to the sports terms.

Sófbol

This word comes from the English language and has the following meaning: A sport similar to baseball played on a small diamond with a ball that is larger than a baseball and that is pitched underhand.

The term is not accepted by the Spanish Royal Academy. This word is used as a noun.

Example: La inclusion del **sófbol**.

In both languages, this term is used as a noun and it has suffered changes in its spelling: softball - sófbol. It is concerned with the phonology. A person pronounces a word, in the same way as he/she hears it. I think this term enriches our language, because this sport is not common in Latin-American, so in this way we learn a new sports word.

Club

The term club comes from the Middle English *clubbe,* from Old Norse *Klubba*; akin to Old High German *kolbo* club and has the following meaning: a: Society founded by a group of persons with common interests and dedicated to activities of different kind, spots, cultural and entertainment. b: A place where the members of these societies meet. c: Meeting of individuals, who were constituted in political society and sometimes clandestine. d: A place of scattering where people can drink and danced they usually offer night musical spectacles.

The term club is accepted by the Spanish Royal Academy. This word acts as a noun.

Example: Representante del **club**.

In both languages this term is used as a noun, it has not suffered any change in its spelling.

In my opinion, this term enriches the Spanish language; this word can give us the idea of a specific place, where different activities are done.

Voleibol

This word comes from the English word *volleyball* and has the following meaning: A game played by volleying an inflated ball over a net.

This term has been accepted by the Spanish Royal Academy and acts as a noun.

Example: En **voleibol** Pichincha y Guayas fueron los mejores.

In both languages, this term is used as a noun and has suffered changes in its spelling: volleyball - voleibol. It is concerned with the phonology; a person pronounces a word, in the same way as he/she hears it. I think that this term enriches the Spanish language because it is a very common word that everybody understand and use as well.

Básquet

This term is a reduction from the English word *basketball* and presents the next meaning: A usually indoor court game between two

teams of usually five players each who score by tossing an inflated ball through a raised goal.

This term is accepted by the Spanish Royal Academy. The term acts as a noun.

Example: Imbabura perdió ante Esmeraldas en **básquet**.

In both languages, this term is used as a noun and has suffered changes at its writing: basketball – basquet.

There are two visible changes; first the reduction of the word and the use of *qu* instead of *k*, the last change is due to the correct use of the Spanish alphabet to produce sounds. I think this term spoils the Spanish, the sports media must try to not use it, because the word in Spanish (baloncesto) explains so good the activity about this sport.

Gol

The word *gol* comes from the Middle English *gol* boundary, limit and has the following meaning: At football and other sports, entry of the ball in the porter's lodge.

This term is accepted by the Spanish Royal Academy, the word is used as a noun.

Example: Y menos 15 de **gol** de diferencia.

In both languages, this term is used as a noun and has suffered changes in its writing: goal - gol. It is concerned with the phonology; a person pronounces a word in the same way as he/she hears it. In

my opinion this word enriches the Spanish language because is another contribution to the sport terms.

Ranking

This term comes from the English language, presenting the following meaning: Classification from high to minor, useful to establish valuation's criteria.

The term ranking is accepted by the Spanish Royal Academy and is used as a noun.

Example: No está considerado en el **ranking**.

In both languages, this term is used as a noun; its spelling has not suffered any change. In my opinion this Anglicism spoils the Spanish language; in this case sport Ecuadorians pages must try to not use them, because there is an equivalent word in Spanish (clasificación).

Variable: Tabloid "El Extra"

Récord

This term comes from the Middle English, literally, to recall, from Anglo-French *recorder*, from Latin *recordari,* from *re- + cord-*, *cor* heart and its meaning is: a: Brand (the best score in the exercise of a sport). b: Maximum or minimal result in other activities. Record time.

The term record is accepted by the Spanish Royal Academy and also used as a noun.

Example: Rompió **récord** the velocidad.

In both languages the term is used a noun and has suffered a change at is spelling: record – récord.

In Spanish, this word is considered as a grave word, so it needs the mark accent at the penultimate syllable. In my opinion this word spoils the Spanish language, because is not a common word, so not everybody can use it as part of the vocabulary and there is an equivalent word in Spanish (registro).

Spray

This term comes from the Middle English, from Old English *spræg, spræc* and has the following meaning: a: A package with a special device to pulverize the liquids that it contains. b: Liquid substance contained in this package.

The term is accepted by the Spanish Royal Academy and is used as a noun.

Example: Crema mas **spray**.

In both languages the term is used a noun, the term has not suffered any change in its spelling. I think this term spoils the Spanish language, because it is a word so general, so there is a necessity to explain the kind of substance that is inside the package.

Gay

The term *gay* comes from Middle English, from Anglo-French gai, of Germanic origin; akin to Old High German gāhi quick, sudden.

Its meaning is related to homosexuality, particularly a homosexual man.

This term is accepted by the Spanish Royal Academy and inside a context is used as an adjective.

Example: Videos **gay**.

In both languages the term is used an adjective and has not suffered any change in its spelling.

In my opinion, this term spoils the Spanish language because today this word is misunderstood, so many people use it when they refer to homosexual girls too and also they use its plural in a wrong way.

Chat

This term comes from Middle English *chatten,* short for *chatteren* and presents the following meaning: A real-time online interactive discussion group.

The term is not accepted by the Spanish Royal Academy. In the following context it is used as a noun.

Example: **Chat** caliente.

In both languages the term is used a noun. The term has not suffered any change in its spelling.

I think this term enriches the Spanish language because when somebody uses the word chat, immediately recognizes a virtual communication, or a communication through a mobile electronic device.

Small

This word comes from Middle English *smal*, from Old English *smæl*; akin to Old High German smal small, Greek *mēlon* small domestic animal, it has the following meanings: a : having comparatively little size or slight dimensions , lowercase. b: minor in influence, power, or rank, operating on a limited scale. c: Lacking in strength <a small voice> d: little or close to zero in an objectively measurable aspect (as quantity) ,made up of few or little units. e: of little consequence : trivial, humble, modest. f: Limited in degree.

This term is not accepted by the Spanish Royal Academy. It is used as an adjective in this context.

Example: Talla **small**.

In this case the word *small* is related with the first meaning (having comparatively little size or slight dimensions).

In both languages the term is used an adjective, it has not suffered any change in its spelling.

In my opinion this term spoils the Spanish language, is a very short and common word so it can be used in Spanish (pequeña) and everybody could understand it. It is another word that just makes us lose our original terms in Spanish.

Night club

This word comes from the English language and has the following meaning: A place of entertainment open at night, usually

serving food and liquor and providing music and space for dancing and often having a floor show.

This term is not accepted by the Spanish Royal Academy and is used as a noun.

Example: De oportunidad **Night club.**

In both languages the term is used a noun. It has not suffered any change at its spelling.

I think this term spoils the Spanish language and it is a term composed by two words. That way, people who do not have a certain English level will not understand the whole word. Also this term has its equivalent in Spanish (Club Nocturno).

Sexy

This term comes from the English language and has the following meanings: A person that has physical and sexual attraction. (He/she is very sexy). The term is accepted by the Spanish Royal Academy and is used as an adjective.

Example: Latina **sexy**.

In both languages the term is used an adjective, it has not suffered any change at its spelling.

I think this term enriches the Spanish language because is a word that explains with more intensity the grade of sensuality of a person, unlike of its equivalent in Spanish (atractiva). Also is a very short and common word.

Playoff

This word comes from the English language and has the following meanings: a: A final contest or series of contests to determine the winner between contestants or teams that have tied. b: A series of contests played after the end of the regular season to determine a championship —often used in plural.

The term has not been accepted by the Spanish Royal Academy. In the following context, it is used as a noun.

Example: Los juegos del **playoff**.

In both languages the term is used a noun. It has not suffered any change in its spelling. In my opinion, it is a word which is not used very often, just at sports terms; even I had problems with its meanings, so this term spoils for sure the Spanish language, avoiding a good understanding communication between the speakers.

Master

The word *master* comes from Middle English, from Old English *magister* & Anglo-French *meistre,* both from Latin *magister*; akin to Latin *magnus* large — more at much. It has the following meaning: Being or relating to a master: A large or principal bedroom

The term is not accepted by the Spanish Royal Academy. It is used as a noun.

Example: Con dormitorio **master**.

In both languages the term is used as a noun and has not suffered any change in its spelling.

In my opinion this term spoils the Spanish language, here in Ecuador this word is used in different contexts like sports, education so a misunderstanding can appear in a conversation when a person has not the enough knowledge. It will be better to use the Spanish the "principal" or even "más grande".

Penalti

This term comes from the Middle English *penalte*, from Middle French *penalité,* from Medieval Latin *poenalitas*, from Latin po*enalis.*

In the football and other sports, is the maximum sanction that is applied to certain mistakes of the game, committed by a team inside their area.

The term is accepted by the Spanish Royal Academy. In the following context, it is used as an adjective.

Example: Originar una falta **penalti**.

The word penalty in English is used as a noun, but in this example it is used as an adjective.

The term has suffered changes in its spelling: penalty - penalti. It is concerned with the phonology; a person pronounces a word, in the same way as she/he hears it and in this case the vowel "I" it is used instead the consonant "y". I think this term enriches the Spanish language is a universal word, used specially to sports terms, so everybody can communicate and understand each other when they pronounce it. Also there is not an equivalent for this word in Spanish language.

COMPARATIVE ANALYSIS

The comparative analysis refers to the process that must be done to determine the Anglicisms that have more repetitions. Therefore, it is important to determine the frequency and percentage of the subvariables and the variables.

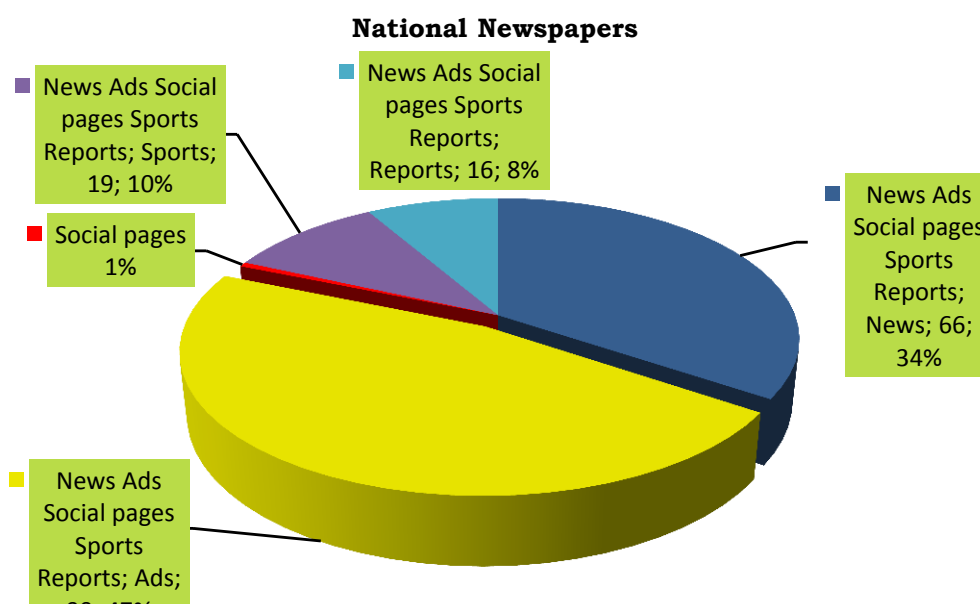In order to do this; the results that were found and numbered previously are having its respective analysis, which is useful to determine the variation between the Anglicism frequencies.

SUBVARIABLES:

National Newspapers: "El Universo"

Anglicisms	Section	f	%
	News	66	34%
	Ads	90	47%
	Social pages	1	0.5%
	Sports	19	10%
	Reports	16	8.5%
	Total	192	100%

National Newspapers

News Ads Social pages Sports Reports; Sports; 19; 10%

News Ads Social pages Sports Reports; Reports; 16; 8%

Social pages 1%

News Ads Social pages Sports Reports; News; 66; 34%

News Ads Social pages Sports Reports; Ads; 90; 47%

Regarding Anglicisms that belong to the variable National Newspapers, the subvariables as News and Ads are those with more frequency of Anglicisms.

According to my research, these two sections are more extensive than the others; so more English words are used. Some of these words are repetitive in different news inside the different subvariables.

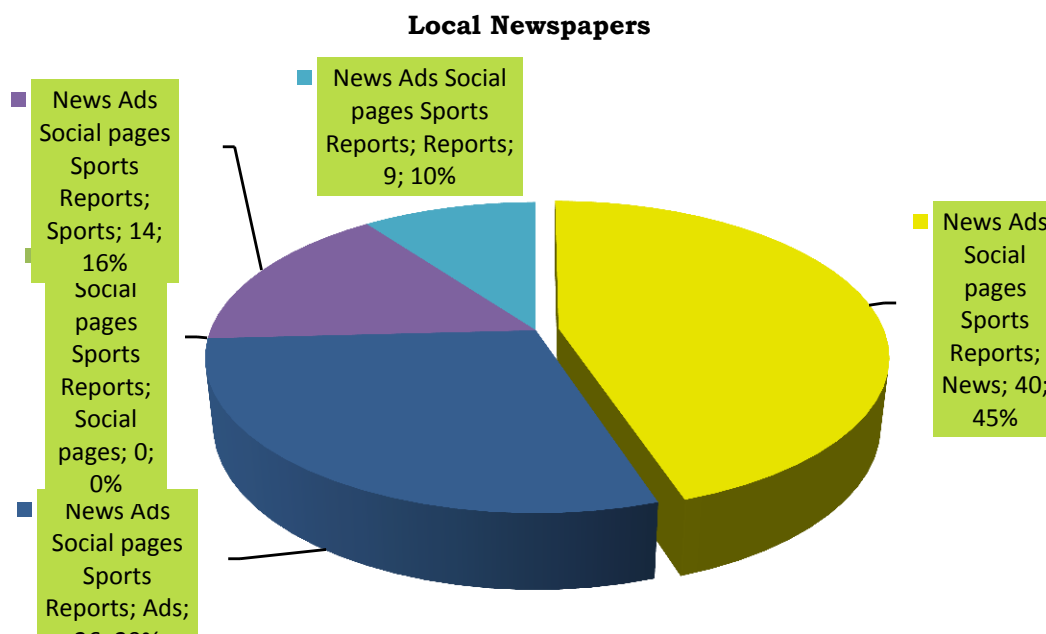Social pages is the section with the lowest number of Anglicisms; in the seven National Newspapers I just found one word. This section contains more pictures than articles, and it refers to certainly social events, where people can read proper names, of places, people and so on.

The last two subvariables, Reports and Sports keep a minor quantity of Anglicisms, than the Ads and News. In the subvariables,

it is very common to find sports terms and also those related with products.

Local Newspapers: "La Hora"

Anglicisms	Section	f	%
	News	40	45
	Ads	26	29
	Social pages	0	0
	Sports	14	16
	Reports	9	10
	Total	89	100

Local Newspapers

News Ads Social pages Sports Reports; Reports; 9; 10%

News Ads Social pages Sports Reports; Sports; 14; 16%

Social pages Sports Reports; Social pages; 0; 0%

News Ads Social pages Sports Reports; News; 40; 45%

News Ads Social pages Sports Reports; Ads; 26; 29%

In this variable there are more Anglicisms inside the News and Ads, which are caused by the same reason that the National newspapers. The reason is that there are sections with more information than others.

The section Ads is that one with a little bit more frequency of Anglicisms. This is because some words are used in different kind of advertisements so many times.
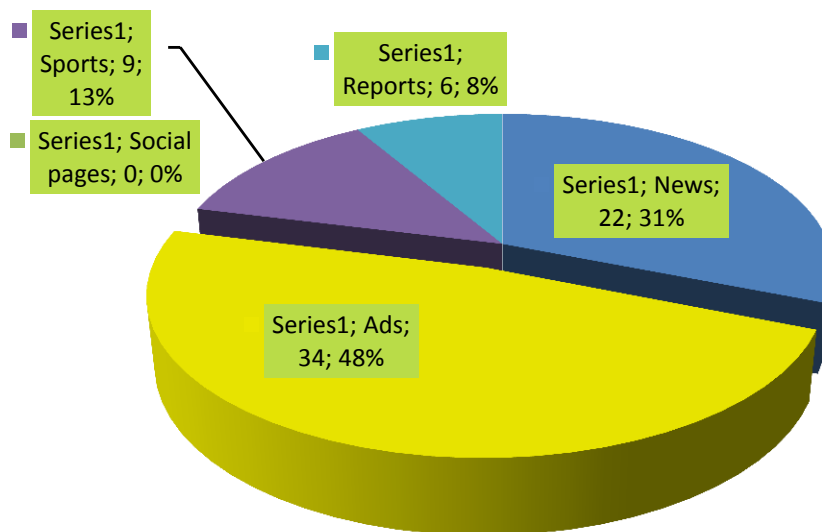
The section Social Pages does not have any Anglicisms in its content. It is because here the newspapers show pictures and proper names, rather than news with a lot of words.

The subvariables Sports and Reports, both of them contain a similar number of English terms; all of them are also related with sports terms and in this case with those technological ones too.

Tabloids: "El Extra"

Anglicisms	**Section**	f	%
	News	22	31%
	Ads	34	48%
	Social pages	0	0%
	Sports	9	13%
	Reports	6	8%
	Total	71	100%

Tabloids

Series1; Sports; 9; 13%

Series1; Social pages; 0; 0%

Series1; Reports; 6; 8%

Series1; News; 22; 31%

Series1; Ads; 34; 48%

In these newspapers the number of Anglicisms is higher in the Ads section.

Through my research, I realized that the repetitive use of these terms is because they try to capture the reader's attention. Another important reason is that "El Extra" is a newspaper which has its faithful clients, and they do not just feel attracted by the images, but by the words as well.

Consequently, it is obvious that many people pay to see their advertisements printed, and they do not take into account the price, because everyday people buy this tabloid.

Sections such as Reports and Sports keep a similar number of Anglicism, both with a high number of sports terms.

Finally the section News has a high number of English terms, but in this case the Ads section has overcome it.

VARIABLES

After the respective analysis among the three variables, it is easy to see a considerable difference in the quantity of Anglicisms.

"El Universo", as a national newspaper contains a lot of information, focused on different popular needs. These articles generally expose extended news. Besides it contains interviews, personal opinions, pictures, etc.

On Sundays this newspaper offers a special section called "Clasificados", here readers can see a huge quantity of ads, being the principal reason of its high number of Anglicisms.

"La Hora" at the second place, presents the most number of Anglicisms in the News section, every day it gives up different news related with Loja city. It also includes national and international news but in minor frequency.

On Sundays the newspaper presents two more sections called "Gente" and "Artes" which talk about fashion, culture, events and peculiar news.

It is important to announce that this local Newspaper does not contain a lot of information in the Ads section, its frequency is normal and do not change a lot every day of the week, so this is the reason that explains its low number compared to the other two variables.

"El Extra" is the variable that I found really interesting for this research. Even being a newspaper with few pages, less than the other

two, this tabloid contains a high number of Anglicisms in relation to its extension.

At least, all of its sections contain English words, especially the sensationalist news, the ads and the sports.

This newspaper always has been characterized by its sensationalist information. The scandal, the curious even the violence is what keeps people entertained.

Having finished the research of Anglicisms inside these three newspapers, it is important to show which terms have more frequency and which are those with less frequency.

The Anglicisms with more frequency are: full, web, fútbol, internet, bar, show, laptops, jeeps, gol, express and club.

On the other hand those with less frequency are: videoclip, look, reprise, covers, hall, roof, full day, Old white, rol, bypass, wow, top model, robot, test, stress, unisex, rafting, switch, finish, and home.

According to my research I can notice that the Anglicissm with more frequency are those which are present in almost of all the sections, more of them are very repetitive, especially in the Sports and Ads sections.

In the case of Anglicisms with less frequency, a lot of them are present only in specific news, especially in very short ads. Additionally some of these Anglicisms are composed words, so they are more difficult to understand it. Therefore they are only used in specific cases.

These three variables have been such a good sample to show the presence of Anglicisms in the written press, of course each one of them have their differences related to the quantity of Anglicisms and the terms applied. It is concerned with the reader's preferences and needs, a person buys a newspapers according about what she or he founds more entertaining and useful.

SOCIOLOGICAL ANALYSIS

This analysis describes the opinions given by the interviewees and my own criteria. Thus, in these interviews, different and interesting points of view were compiled. People such as teachers and an anthropologist were very important in this part of the research.

First of all, the teacher specialized in Spanish Language and Literature have said that it is so peculiar to realize how the education, the interests, and the acceptance of the globalization have their influence, in these way different opinions, could be received.

To avoid the use of Anglicisms inside the context of Ecuadorian newspapers is not a determinant question; there has been for a long time a direct influence, from North America and Europe, which comes especially from the new technologies, the market, publicity and entertainment.

According to the anthropologist's opinion, unfortunately inside our country there is not an educational barrier that could function as a cultural absorber, so in this way, people could take and apply those terms that are inevitably necessary and reject those English words that are not indispensable for communication.

He also argues that the identity is also linked with our family, with the costumes and traditions, the use of Anglicisms have produced a notorious communicational lack of coordination, as an example, when grandparents and grandsons talk, the dialog is affected by those intruder words. Here, changes between one or two

generations appear, caused by deterioration of own words of the locality.

In my opinion the interference of foreign terms inside Ecuadorians newspapers causes different reactions in people, some of them start to realize that it excessive use is causing something negative in our culture which is linked with our identity as Spanish - speakers so the rejection appears. According to this the identity of a country is very vulnerable to the globalization, allowing a non-controlled entry for the English language. Some people coincide when saying that a constant use of Anglicisms make forget and lose basic Spanish words and also those uncommon terms, which are used at a linguistic context.

Some English terms written in newspapers, are not understood by people, it causes the lack of understanding of an article, sentence, or phrase, so when this happens, the reader is no more connected with the reading. This phenomenon explains clearly how foreign terms in Ecuadorian newspapers are not useful for all readers.

On the other hand, the two interviewed teachers think that there are people who feel seduced by these new words; in this case, they start to investigate as much as they feel interested in the new term. That way these people acquire more vocabulary to communicate in a second language.

All the opinions that were collected in this part of the investigation were useful to develop and analyze the principal aspect that defines the position that Anglicisms have in Ecuadorian newspapers.

CONCLUSIONS

This research indicates that Anglicisms inside the Ecuadorian newspapers has a significant presence; through the lecture of every variable a lot of English terms were found.

Each one of the three variables presents a considerable quantity of English terms, with the exception of the Social Pages section; here just one Anglicism appeared, because this page has not enough written information.

The Social pages is the subvariable with the lowest quantity of Anglicisms, most of its words represent the names of people, places and the extension of its content is short.

This research demonstrates that 73% of the Anglicisms found are used as nouns and the other 27% are used as adjectives. This owes to the fact that the nouns are used in most of the subvariables, while adjectives appear mostly in the Ads and Sport sections.

Ads and Sports have the higher number of English terms. Ads terms are used to catch the reader's attention and sell products. Sport terms have been introduced in English because these words have its origin in English places; there was not an equivalent for them in Spanish.

This study shows those aspects taken into account to develop the linguistic analysis. In order to do this the etymological aspect has consisted of describing the origin and evolution of every English term. The syntactic-sematic aspect has detailed the grammatical function

and its meaning inside the found context. Finally the morphological aspect, which has described the changes or adaptations suffered by the Spanish term.

This research also demonstrates that the use of Anglicisms inside the Ecuadorian newspapers is due to the constantly contact, that Spanish-speaking countries keep with English-speaking countries, where entertainment, technology and economic agreements, have a major influence.

This investigation declares the level of acceptance that Anglicisms have in relation to its application in Ecuadorian newspapers. Linguists and teachers, agree on the fact that the use of English terms is totally inevitable, due to the influence of the English technology, publicity and entertainment.

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ANNEXES

Anexe 1

Qualitative Tabulation

Chart One

Variable: National Newspaper <u>El Universo</u>

Subvariables: News

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:..........

Chart Two

Variable: National Newspaper <u>El Universo</u>

Subvariables: Ads

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author:..........

Chart Three

Variable: National Newspaper "El Universo"

Subvariables: Social pages

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author:..........

Chart Four

Variable: National Newspaper "El Universo"

Subvariables: Reports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author:..........

Chart Five

Variable: National Newspaper "El Universo"

Subvariables: Sports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author:..........

Chart Six

Variable: Local Newspaper "La Hora"

Subvariables: News

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author:..........

Chart Seven

Variable: Local Newspaper "La Hora"

Subvariables: Ads

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author:..........

Chart Eight

Variable: Local Newspaper "La Hora"

Subvariables: Social pages

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author............

Chart Nine

Variable: Local Newspaper "La Hora"

Subvariables: Reports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Chart Ten

Variable: Local Newspaper "La Hora"

Subvariables: Sports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Chart Eleven

Variable: Tabloid "El Extra"

Subvariables: News

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date
Look	Tienes un buen look	3	Belleza y cuidados	20-08-09

Author..........

Chart Twelve

Variable: Tabloid "El Extra"

Subvariables: Ads

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariables: Social pages

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Chart Fourteen

Variable: Tabloid "El Extra"

Subvariables: Reports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariables: Sports

Anglicisms	Examples	No. of times that repeat it	Title of the article	Date

Author..........

Quantitative Tabulation

Chart Sixteen

Variable: National Newspaper "El Universo"

Anglicisms	**Section**	f	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author..........

Chart Seventeen

Variable: Local Newspaper "El Comercio"

Anglicisms	Section	f	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author..........

Chart Eighteen

Variable: Tabloid "El Extra"

Anglicisms	Section	f	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author..........

The Most Frequent Anglicisms

Chart nineteen

Anglicisms	Number of times that repeat it.
Lunch	
Clip	
CD	
Master	
Club	
TOTAL: (5)	

Author………

Anexe 2

Names of the interviewees:

- Dr. Dalton Herrera (Teacher specialized in Spanish Language and Literature).
- Lic. Ramiro Villamagua (Anthropologist).
- Lic. Leonidas Granda (English teacher).
- Lic. Patricia Vintimilla (English teacher).

Questions for the interview:

- Acceptance or rejection in reference to the use of Anglicisms.
- Impact in the society in relation to our cultural identity:
- Impact in the language. (Do the Anglicisms enrich the language or do they spoil it?)
- Does it influence or not in the text comprehension?