

**UNIVERSIDAD TECNICA PARTICULAR DE LOJA**

**ESCUELA DE CIENCIAS DE LA EDUCACIÓN**

**MENCIÓN INGLÉS**

**MODALIDAD ABIERTA Y A DISTANCIA**

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

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

**AUTOR:**

**ORTIZ CARRANZA AIDA MARDELA**

**DIRECTORA:**

**DRA. MARÍA ARIAS**

**CENTRO UNIVERSITARIO QUITO**

**2010**

**CERTIFICATION**

DRA. MARÍA ARIAS

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, July 15, 2010

---

Thesis Advisor

## **CONTRATO DE CESION DE DERECHOS DE TESIS DE GRADO**

Yo, Aida Mardela Ortiz Carranza declaro ser autora del presente trabajo eximo expresamente a la Universidad Técnica Particular de Loja y sus representantes Legales de posibles reclamos o acciones legales.

Adicionalmente declaro conocer y aceptar la disposición del Artículo 67 del estatuto orgánico de la Universidad Técnica Particular de Loja que en su parte pertinente textualmente dice: “Formar parte del patrimonio de la Universidad la propiedad intelectual de investigaciones, trabajos científicos o técnicos tesis de grado que se realicen a través, o que el apoyo financiero, académico o institucional (operativo) de la Universidad”

---

Aida Mardela Ortiz Carranza

### **AUTORSHIP**

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

Date \_\_\_\_\_

---

**Aida Mardela Ortiz Carranza**

**DEDICATORIA**

To my dear family,  
that is the most important  
part of my life

## Content Outline

Preliminary pages .....	i – v
Abstract .....	1
Introduction .....	2
Methodology .....	6
Results .....	12
Discussion .....	72
Theoretical Background .....	72
Description and analysis of the results .....	100
Conclusions .....	130
Bibliography .....	135
Annexes	

## **Abstract**

The theme of this research is “A descriptive analysis of anglicisms used in Ecuadorian newspapers.” The research was done using three newspapers, a national newspaper “El Comercio,” a local newspaper “Ultimas Noticias,” issued in Quito and the tabloid “Extra” which is distributed nationwide. We analyzed the issues from seven consecutive days. The sections from the analyzed newspapers were: news, reports, sports, ads, and social pages. The method used was an analytic and descriptive analysis of anglicisms found in these newspapers. Qualitative and quantitative methods were used as well. A linguistic and comparative analysis was also added to contrast the results found. At least one hundred and twenty anglicisms were found in each newspaper. A re-analysis of a group of thirty words showed that most of them were approved by the Spanish Language Academy. The overall conclusion is that anglicisms degenerate the language because their usage is not always necessary in journalistic fields, but rather the technology field.

## **Introduction**

As we can see, languages have been changing through time and these changes have spread to people through newspapers, magazines, and all types of media. This is an evident phenomenon in which the main actors are journalists. Through interviews, letters, advertisements, business, social pages, sports, and other sections we can see this as evident examples. We can see some common loanwords used every day in our local newspapers; related to different activities like marketing, stock, consulting, staff, and managing. These loanwords are used in both the Spanish and English language.

There are newspapers in which such anglicisms are used simply as a way to get attention or that are related to the business world. Newspapers not only spread or collect information, but they also legitimate use of new words causing the interaction and recording in the Real Academy of the Language Dictionary. At the same time, the use of anglicisms generates language transformations or changes in many social groups such as teenagers, young, adults, and professionals from many fields.

This research attempts to understand and explain causes and consequences of the use of anglicisms and language alteration generated by a systematic language analysis of borrowed words from those speakers and users.

Moreover, linguistic terms from the English language are rapidly and continuously added to any language. English is already



regarded as one of the most important lingua franca used between countries. It is mainly used in international business, technology, and economics. Therefore, nowadays we are participants of the increase of new loanwords spreading and transmitted through newspapers.

Similarly, being participants of an immersed global system, in which we are interacting with other people in different fields, we must consider two crucial factors. Newspapers and all people are the most important contributors in spreading anglicisms. It frequently occurs in jobs, studies, entertainment and fashion. As researchers of the UTPL University we need to do this investigation in order to identify how anglicisms impact, affect, or benefit our language. It is also necessary to learn how borrowed words are accepted or rejected by the Real Academy of the Language Dictionary.

Therefore, in order to successfully develop this research project, it is necessary to devote the required time and effort to carry out this investigation. In reference to the materials needed, they are inexpensive and very accessible. This accessibility was a significant aid in conducting research.

## **Objectives**

### **General**

To become aware of the variation in language use in the newspapers, regarding the expression containing anglicisms.

To identify the social factors for language change in our country, emphasizing the influence of English.

To become conscious of the unnecessary use of expressions borrowed from foreign languages.

### **Specific**

To determine the level of influence of the English language on linguistic expressions used in Ecuadorian newspapers.

To identify syntactic, and lexical anglicisms more commonly used in newspaper material in Ecuador.

To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects.

To determine the writing sections of Ecuadorian newspapers, in which anglicisms are mostly used.

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

### **Research area**

Identification of anglicisms in Ecuadorian newspapers.

### **Variables**

The variables identified correspond to the different types of newspapers found and they are: National newspaper (El Comercio), local newspaper (Ultimas Noticias) and Tabloid (Extra)

### **Sub variables**

The sub variables studied relate to the section found in the newspapers investigated and they are: News, Ads, Reports, Social pages and Sports.

### **Achievements**

The aim of the research is to focus people attention on the influence of anglicisms in Ecuadorian newspapers. The use of these borrowed words nowadays appears as the main medium to transmit new words locally and regionally. It also serves as the main vehicle in the word commerce through science, technology, media and entertainment. In this context sometimes borrowed words replace regular words.

The use of anglicisms has been spreading nationwide on many linguistic aspects such as: semantics where some native terms have been pushed out. In fact, this investigation analyzed specific aspects of English language. We have also had the opportunity to analyse the positive or negative effects and consequences produced by the use of this borrowed words within the Spanish language.

In other words, the anglicisms analyzed in this research, have allowed us to understand facts, experiences and behaviours that different groups of people have regarding language change

## **Methodology**

### **Methodological Design**

In order to carry out the present research, the following scientific methodologies were applied:

*Scientific Method* The scientific method is usually described as a process in which scientists collectively describe observations to a hypothesis in a determined time. This method works to construct logic and accurate procedures in the process of an investigation, it includes personal and cultural beliefs, which influences the perceptions and interpretations of the natural phenomena, to find internal and external relationship in a social reality.

The scientific method poses the same characteristics of the scientific knowledge, such as: analytic, objective and rationale. It also must be clear and precise. Moreover, this method provides the process with particular characteristics, a systematic, legal, general and communicative method within the whole process.

The scientific method is *analytic*, because all the elements under study are disarranged in order to observe the nature, causes and effects. This way of study consists of the observation and examination of a particular fact, or event; in our specific case, it is the investigation of anglicisms in Ecuadorian newspapers.

This method allows people to have a deep understanding about the subject under investigation. It is essential to understand the nature of the phenomena in order to comprehend its essence. Thus,

the analytic method allows people to know the aim of study. It also helps to make analogies, analyze its behaviour and establish new theories.

*Analysis* This process means to disintegrate or disarrange in parts a whole phenomenon, event or a fact, in order to study each element of the investigation in a systematic way and know the relationship between factors. The scientific method has four steps:

1. Observation and description of a phenomenon or group of phenomena.
2. Formulation of a hypothesis to explain the phenomena.
3. Use of the hypothesis to predict the existence of other phenomena, or predict quantitatively the results of new observations.
4. Performance or experimental tests of the predictions by several independent experiments and properly performed experiments.

*Descriptive research* This type of research is most commonly used since this method of researching represents a broad spectrum of the study activities that have a common purpose. Furthermore, this research describes situations, events and/or phenomena. The main reason for conducting descriptive research is to identify the cause of something that is happening; in our case the use of anglicisms in Ecuadorian newspapers.

This type of research can be either *quantitative* or *qualitative*. It can involve a collection of quantitative information, which would be tabulated along a continuum in numerical form, such as scores on a

test, or number of times a person chooses. This would represent a certain feature or anglicism in Ecuadorian newspapers, and also describe categories of information relating with the topic.

Descriptive research involves the following: gathering data, describing data information, organizing it, tabulating, depicts and finally describes understanding of data distribution. If we have a complex narrative of small numbers, the investigation could use the description as a tool to organize data information into patterns that emerge during the analysis; those patterns may contribute to comprehending a qualitative study and its implications.

Most quantitative research falls into two areas: *studies which describe events* and *studies aimed at discovering inferences or casual relationships*. Descriptive studies guide researchers to learn “what is” observational and survey methods frequently used to collect descriptive information. This type of studies may describe the current state about the use of anglicisms in Ecuadorian newspapers and explain how these words are used by readers.

Descriptive studies also report summary data such as measures of central tendency including the mean, variation, percentage and correlation between variables. Survey investigation commonly includes this type of measurement, but often it goes beyond the descriptive statistics in order to do inferences.

Descriptive research is unique for its quantity of variables employed in it. There are other kinds of investigation, thus

descriptive research can include multiple variables into the analysis. However, there are other types of methods that will require only one variable. On the other hand, descriptive research may simply report the percentage summary on a single variable.

Descriptive statistics utilize data collection and analysis techniques, which yield reports concerning the measure of a central tendency variation and correlation. The combination of these characteristics, summary and correlation statistics might focus on specific types of research questions, methods and outcomes which distinguish descriptive research from other types of research.

We can also mention three main reasons: *to describe, explain and to validate findings*. Thus description emerges from creative exploration, it serves to organize findings in order to fit them with explanations, then test or validate those explanations. Many research studies are named for the description of a study. One example may be a natural phenomenon with its form structure or relation to other unusual findings.

Description often illuminates knowledge of people who are investigating phenomena; they also might encounter several important scientific discoveries in the field under investigation. In our investigation we can attain very important scientific information and discoveries about the use of anglicisms from people who are using these borrowed words in public spaces such as jobs, study, corporate settings, and on streets.

## **Techniques**

The selection of written material was done during seven consecutive days, from October the 10, until October the 16<sup>th</sup>. This material was bought every day in the morning to collect the necessary documents and information in order to develop this project. At the same time many articles were reviewed in search for potential findings.

The research process was extensive because there were not a significant number of articles with anglicisms. The most frequently borrowed words were found in sport pages and in advertisements. The rest of the information was encountered in other sections of the newspapers.

Note-taking to collect bibliographic information was done by researching several books collected during the time of study in the university, as well as other bibliographic sources. Other types of materials were gathered via internet and some interviews to people who are immersed in the field of linguistics. Finally, the bibliographic information was respectively collected at the same time of this investigation.

## **Instruments**

Direct observation was applied to the following participants: all people in different events; students in school; friends and on streets. A significant influence is within the fashionable languages of young people, through widely accepted use as a lifestyle. Specifically, all new words are introduced and transmitted by communication



between them. In addition, all media-related information especially newspapers or television have contributed to significant influence. These are the main sources that have spread and conveyed anglicisms to readers and speakers.

**Working calendar**

This research study starts in October, 2009 and ends in September, 2010.

## **RESULTS**

For this investigation concerning the use of anglicisms, they were collected newspapers from seven consecutive days starting in October 10 2009 through October 16 2009. Three types of newspapers were collected and they correspond to the three main variables used which are: national newspaper (El Comercio), local newspaper (Ultimas Noticias) and a tabloid (Extra). The sections in the newspapers also correspond to the five sub variables used that are: News, Ads, Reports, Sports and Social Pages. Every article was thoroughly revised in order to find anglicisms. The charts reflect information related to the articles and the anglicisms found such as: title of the article, how the anglicism was used, number of times that the word was found and the date of the article.

### Chart 1

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

**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Show	El <b>show</b> empieza	3	Concierto de Rock	10-10-09
Striptease	Bailarina de <b>striptease</b>	1	Bailarina de Striptease	10-10-09
Rock and Roll	La noche del <b>rock and roll</b>	2	Música perennizada	10-10-09
Chips	Los <b>chips</b> de los celulares	1	“Las operadoras batallan por aceptar abonados”	13-10-09
Marketing	El <b>marketing</b> de venta	1	“Las operadoras batallan por aceptar abonados”	13-10-09
Stock	Todo el <b>stock</b> de mercadería está en espera	1	“Cierre de la planta”	13-10-09

Author: Aída Ortiz

Web	Puede ser subido a la <b>Web</b>	1	El proceso de ordenanza municipal	13-10-09
Grill	Parrilladas <b>grill</b>	1	Disfruta entre amigos	13-10-09
Shock	Se quedó en <b>shock</b>	1	Galardón premio Nóbel	13-10-09
Web	En la <b>web</b> de ....	1	En la Web del Comercio	15-10-09
VIP	Salas <b>VIP</b> ...	1	Día de Locura	15-10-09
Autoshow	Feria <b>Autoshow</b>	1	Arancel afecta valor de los autos	15-10-09
Style	Tiene su romántico <b>style</b>	1	Maccano tiene su romántico estilo	15-10-09
Jeans	Megan Fox modela <b>jeans</b>	1	La modelo 2010 del emporio Armani	15-10-09
Miting	Alianza País convoca a un <b>miting</b>	1	Alianza País convoca	16-10-09
Software	El <b>software</b> que utiliza	6	Samsung disfruta buenos resultados	16-10-09

Author: Aída Ortiz

Internet	Los interesados pueden encontrar en <b>Internet ...</b>	1	Samsung disfruta de buenos resultados	16-10-09
Web	El sitio <b>Web</b> Samsung	1	Samsung disfruta de buenos resultados	16-10-09
Comodities	En Wall Street los <b>comodities ...</b>	1	Las bonificaciones	16-10-09
Record	Los comodities van camino a batir <b>record</b>	1	Las bonificaciones	16-10-09

Author: Aída Ortiz

## Chart 2

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

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Web	La <b>Web</b>	6	“La Web convoca”	11-10-09
Internet	En la página de <b>internet</b>	5	“A mas actores”	11-10-09
Software	En el <b>software</b>	1	“A mas actores”	11-10-09
Facebook	Entrada al <b>Facebook</b>	1	“A mas actores”	11-10-09
Fashion	La <b>fashion</b> puede ser	1	“Moda”	11-10-09
Comics	Se de ficción viven de <b>comics</b>	1	“Ficción”	11-10-09
Boom	Cuando el <b>boom</b>	1	“La filatelia”	11-10-09
Hobby	<b>Hobby</b> un pasatiempo que	1	“La filatelia”	11-10-09
Comodities	<b>Comodities</b> como el petróleo	4	“China influencia en los comodities”	12-10-09

Author: Aída Ortiz

Expres	El secuestro <b>expres</b>	5	“La violación se suma al secuestro expres”	12-10-09
Cheerleader	Presentación especial de las <b>cheerleaders</b>	2	“El fin de las cheerleaders”	12-10-09
Videoclip	El <b>videoclip</b> ganador fue	1	“Los premios se disputaron en la web”	12-10-09
Web	Los premios se disputaron en la <b>Web</b>	1	“Los premios se disputaron en la web”	12-10-09
Chips	Los <b>chips</b> de los celulares	1	“Las operadoras batallan por aceptar abonados”	14-10-09
Marketing	El <b>marketing</b> de venta	1	“Las operadoras batallan por aceptar abonados”	14-10-09
Stock	Todo el <b>stock</b> de mercadería está en espera	1	“Cierre de la planta”	14-10-09

Author: Aída Ortiz

Web	Puede ser subido a la <b>Web</b>	1	El proceso de ordenanza municipal	14-10-09
Grill	Parrilladas <b>grill</b>	1	Disfruta entre amigos	14-10-09
Shock	Se quedó en <b>shock</b>	1	Galardón premio Nóbel	14-10-09

Author: Aída Ortiz



### Chart 3

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

**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Tenista	El <b>tenista</b> serbio Novak Djokovic se adjudicó	2	Djokovic, campeón del Abierto de China	11-10-09
sets	Aunque fue un triunfo en <b>sets</b> corridos	3	Djokovic, campeón del Abierto de China	11-10-09
tie-break	obligó a que el partido se definiera en un <b>“tie-break”</b>	1	Djokovic, campeón del Abierto de China	11-10-09
líder	Brasil se queda de <b>líder</b> con 33 unidades	1	Eliminatorias: Brasil cae 2-1 ante Bolivia en el cierre de penúltima fecha	11-10-09

Author: Aída Ortiz

Tenis	el challenger de <b>tenis</b> disputado en Montevideo	1	Lapentti cayó en la final del Challenger de Montevideo	11-10-09
sets	tras vencer en dos <b>sets</b> corridos en la final	3	Lapentti cayó en la final del Challenger de Montevideo	11-10-09
ranking	clasificados del <b>ranking</b> de la A.T.P.	1	Lapentti cayó en la final del Challenger de Montevideo	11-10-09
Top	salió de nuevo del <b>top</b> 20	1	'Nico' Lapentti subió 5 puestos en el 'ranking'	12-10-09
Club	Las competencias se desarrollaron en el <b>club</b> Bataca.	1	Ecuador obtuvo oro en hípica	12-10-09
Gol	amonestado por un supuesto exceso en la celebración de su <b>gol</b>	1	Ecuador se quejará ante FIFA por arbitraje de cotejo con Uruguay	12-10-09

Author: Aída Ortiz

Cheerleader	un grupo de <b>'cheerleaders'</b>	2	El fin de los 'cheerleaders'	12-10-09
penales	quien falló <b>penales</b>	1	El fin de los 'cheerleaders'	12-10-09
Play offs	para jugar los <b>'play offs'</b>	2	En Ambato y en Quito se disputan los 'play offs' de la Liga Nacional	13-10-09
Masters	marcha en el <b>Masters</b> 1000 de Shanghái	2	González avanza en Masters de Shanghái, Roddick se retira	13-10-09
Clubes	Porque nosotros ganamos en los <b>clubes.</b>	1	La Tri recobra fuerza para ir a Chile	13-10-09
Web	En la página <b>web</b> www.ministeriod eldeporte.gov.ec.	1	Loja se alista para los Sudamericanos	13-10-09

Author: Aída Ortiz

Look	ex ariete mantiene su <b>'look'</b> con el cabello ensortijado	1	Alberto Plaza visitó a jugadores	15-10-09
Ring	Quiñónez sube al <b>'ring'</b> como favorito	2	'La Bestia' Quiñónez regresa al 'ring'	16-10-09

Author: Aída Ortiz

#### Chart 4

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

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Parqueadero	Vendo casa con <b>parqueadero</b>	1	Vendo	11-10-09
Clósets	Dormitorio con <b>clósets</b>	1	De venta	11-10-09
Casting	El <b>casting</b> se realizará mañana partir de las 11:00 a.m.	1	Se necesita	11-10-09
Panties	Gran descuento en medias, <b>panties</b> ,	1	De oportunidad	11-10-09

Author: Aída Ortiz

Fax	Número de <b>fax</b> 022456365	1	Se necesita	11-10-09
Lifting	Se realizan cirugías, <b>lifting</b> , etc...	1	Aproveche	11-10-09
Rim	vendo llantas de <b>rim</b> 15	1	vendo	11-10-09
Cd's	<b>Cd's</b> a 25 centavos al por mayor	1	Se vende	11-10-09
Airbag	Carro con <b>airbag</b> .	1	F150	12-10-09
Night club	Vendo de oportunidad local para <b>nigth club</b>	1	Vendo	12-10-09
Call center	Se necesita señorita para <b>call center</b>	1	Se necesita	12-10-09
Stock	Hasta agotar <b>stock</b>	1	Hyundai	12-10-09

Author: Aída Ortiz

Marketing	Empresa extranjera necesita gerente de <b>marketing</b>	1	Se necesita	13-10-09
Marqueting	Colegio necesita profesor de <b>marqueting</b>	1	Se necesita	13-10-09
Stock	tenemos <b>stock</b> limitado	1	Hasta el 50% de descuento	13-10-09
Light	Parrillada <b>Light</b> y vegetariana	1	Secretos de la parrilla	13-10-09
Ideas for life	Televisores LCD's presios 32"	1	Panasonic	15-10-09
Estrés	Los problemas de <b>estrés</b>	2	Terapias para combatir el estrés	16-10-09

Author: Aída Ortiz

Full	Cada libro tiene 288 páginas <b>full</b> color	1	Arte universal	16-10-09
------	---	---	-------------------	----------

Author: Aída Ortiz



**Chart 5****Variable:** National Newspaper “El Comercio”**Sub-Variable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Pop	la imagen presentaba estética <b>pop</b> art	1	4 000 personas deliraron con la voz de Bunbury	10-10-09
Rock star	Era un ' <b>rock star</b> ' perennizado en la retina del espectador	1	4 000 personas deliraron con la voz de Bumbury	10-10-09
Rock and roll	fue 'una apuesta' por el <b>rock and roll</b>	1	4 000 personas deliraron con la voz de Bunbury	10-10-09

Author: Aída Ortiz

Showman	El cantante y <b>"showman"</b> de origen argentino Luis	1	Muere el cantante Luis Aguilé a los 73 años	10-10-09
Show	El <b>show</b> contará con la participación de las artistas australianas	1	Nuevo tema de Sanz sonará en los MTV	11-10-09
Penal	Corte <b>Penal</b> Federal debería decidir "muy	1	Director Polanski está deprimido en la cárcel según su abogado	11-10-09
Web	Según la página <b>web</b> de Gately	1	El cantante de Boyzone muere a los 33 años en Mallorca	11-10-09

Author: Aída Ortiz

Clubs	había estado bebiendo en diferentes <b>clubs</b> de la isla	1	El cantante de Boyzone muere a los 33 años en Mallorca	11-10-09
Pop	un conjunto de música <b>pop</b> masculino	1	El cantante de Boyzone muere a los 33 años en Mallorca	11-10-09
Show	El <b>show</b> se repetirá mañana en Santa Clara	1	Manu Chao causó furor en La Habana	11-10-09
Vip	Tribuna, cancha y <b>vip</b> .	1	Un duelo de salseros alegró la fiesta de independencia	11-10-09
Hits	Una avalancha de sus <b>'hits'</b> .	1	Un duelo de salseros alegró la fiesta de independencia	11-10-09

Author: Aída Ortiz

Pop	de los discos más representativos del <b>pop</b>	1	Vivamérica está en pleno auge	11-10-09
Show	El último <b>show</b> que preparamos con los otros profesores fue en mayo	1	'Para ser patinadora debes entrenarte dentro y fuera de la pista de hielo'	11-10-09
Folclórico	El joven plasmó el día a día de su grupo <b>folclórico</b>	1	24 horas para capturar la vida cotidiana del barrio	11-10-09
Rock	Le toca elegir se queda con el indie <b>rock.</b>	1	Los sueños son la otra cara de Lesbo	12-10-09
single	El nuevo <b>single</b> de Michael Jackson	3	El nuevo single de Michael Jackson llega a radios e Internet	12-10-09

Author: Aída Ortiz

pop	después de que el "rey del <b>pop</b> " falleciera	1	El nuevo single de Michael Jackson llega a radios e Internet	12-10-09
Webs	también aparecía en páginas <b>webs</b>	1	El nuevo single de Michael Jackson llega a radios e Internet	12-10-09
Web	que debe plasmar sus votos en la página <b>web</b>	1	Los premios de 'Los 40' se disputan en la web	12-10-09
Pop rock	de la esfera del <b>pop rock</b> española.	1	Los premios de 'Los 40' se disputan en la web	12-10-09
Videoclip	mejor <b>videoclip</b> y mejor gira o concierto	1	Los premios de 'Los 40' se disputan en la web	12-10-09

Author: Aída Ortiz

Rock and roll	el <b>rock and roll</b> me perdonará por llegar en estas fachas	1	Bunbury cerró en Sígsig su gira por el Ecuador	13-10-09
Pop	escribió solo el rey del <b>pop</b> ,	3	Tema inédito de Michael Jackson no es nuevo, según portal	13-10-09
Filmes	considera que estos <b>filmes</b> se corresponden	2	El cine italiano observa a la mujer actual	14-10-09
Fan	Si se encuentra a algún <b>fan</b> cerca	1	'Mis canciones nacen de historias reales'	15-10-09
Reggae	a mí me salen bachatas, <b>reggae</b> , letras que puedo cantar en salsa	1	'Mis canciones nacen de historias reales'	15-10-09

Author: Aída Ortiz

Pop	cantar en salsa, en <b>pop</b> , pero siempre las monto en el romantic style	1	'Mis canciones nacen de historias reales'	15-10-09
Líder	cuando el <b>líder</b> del operativo de traslado	1	'Sector 9': ciencia ficción llena de ideas y de audacia	16-10-09
Coctel	Para aprovecharse del <b>coctel</b> que ofrecen.	1	Matrimonios, enredos y buenos amigos	16-10-09
Filme	Matrimonios, enredos y buenos amigos en un <b>filme</b>	1	Matrimonios, enredos y buenos amigos en un filme	16-10-09
Filme	El <b>filme</b> es un retrato de un mundo que desnuda los conflictos	2	Un vuelo de nueve jóvenes alrededor de la libertad	16-10-09

Author: Aída Ortiz

Boxeador	vida de una colegiala, un <b>boxeador</b>	1	Un vuelo de nueve jóvenes alrededor de la libertad	16-10-09
Off	como la voz en <b>off</b> , los carteles	1	Un vuelo de nueve jóvenes alrededor de la libertad	16-10-09

Author: Aída Ortiz



**Chart 6****Variable:** Local newspaper “Ultimas Noticias”**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Film	El <b>film</b> habla de un robo	3	Cine.	12-10-09
Macho-man	El <b>macho man</b>	1	No le teme a las mafias.	12-10-09
Spot	Un <b>spot</b> publicitario	1	Anuncios del presidente de la república.	12-10-09
Líderes	Herramientas para los <b>líderes</b> sociales	1	Las Protestas	12-10-09

Author: Aída Ortiz

Golazo	Policía se anota un <b>golazo</b>	1	Pasó 45 días de infierno en medio de la nada	12-10-09
Club	El <b>Club</b> de Leones Quito Central	1	Ciudad	12-10-09
Fútbol	El <b>fútbol</b> nos dio un golpe	3	El fútbol nos dio un golpe	12-10-09
Gol	Con el <b>gol</b> de Jefferson Montero	1	El fútbol nos dio un golpe	12-10-09
Penal	No pitó un <b>penal</b> para el Ecuador	1	El fútbol nos dio un golpe	12-10-09
Rol	Con su <b>rol</b> en el cuerpo de bomberos	1	El Drama de Factory sigue con ella	12-10-09
Fútbol	Dalo maneja mejor en la Asamblea que en el <b>fútbol</b>	1	Pensándolo bien/ Polvorín	12-10-09

Author: Aída Ortiz

Light	Arremetieron contra el ñño pelucón <b>Light</b>	1	Diálogo encuentro nacional	Light
Blog	En su <b>blog</b> que se titula generación y	1	Yoani y el nuevo periodismo	Blog
Web	Ingresando a nuestra <b>web</b>	1	Se viene final de mejor extranjero	Web
Web	Como tampoco lo ha subido a su página <b>web</b>	1	El Minsitro Vallejo se chispoteó duro	Web

Author: Aída Ortiz

### Chart 7

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Bar	Comió de todo en el <b>bar</b> del estadio	1	Pasó en Quito	12-10-09
Show	Obregón fue parate del <b>show</b>	1	Pasó en Quito	12-10-09
Miss	La ex <b>miss</b> Ecuador comió de todo	1	Pasó en Quito	12-10-09
Tips	<b>Tips</b> que serán muy útiles	1	Psicología	13-10-09
Halloween	Noche de <b>Halloween</b>	1	Nuestros precios se disfrazan	14-10-09

Author: Aída Ortiz

Clósets	Las viviendas entregan terminadas con <b>clósets</b>	2	En la Mitad del Mundo	14-10-09
Parqueaderos	Una bodega y un <b>parqueadero</b>	5	En la Mitad del Mundo	14-10-09
look	Dele un <b>look</b> nuevo	1	Haga su propia antigüedad	14-10-09
Máster	Incluye el dormitorio <b>máster</b>	1	A vivir en Quitumbe	14-10-09
overlock	El terminado se lo hace en <b>overlock</b>	1	Paso a paso	14-10-09
Comité	Antes hay que legalizar el <b>comité</b>	6	Las cuentas del comité se llevan fácil	15-10-09
Fans	Agradeció a sus <b>fans</b> por escuchar su música	1	Makano firmó autógrafo	15-10-09

Author: Aída Ortiz

Boxeo	Apasionado por el <b>boxeo</b>	1	Los canallas	16-10-2009
TV	En la <b>TV</b> cosas y casos	3	Cosas y Casos	16-10-09
Mister	El <b>mister</b> esta de cumpleaños	13	El Mister	16-10-09
Fans	Los <b>fans</b> aprecian su carisma	1	La voz no es importante	16-10-09
Power – metal	<b>Power metal</b> se llama la técnica	2	El poder del Metal	16-10-09

Author: Aída Ortiz

**Chart 8****Variable:** Local newspaper “Ultimas Noticias”**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Futbolero	<b>Futbolero</b>	1	Futbolero	12-10-09
Futbolero	<b>Futbolero</b>	1	La selección	12-10-09
Fútbol	De las emociones del <b>fútbol</b> y de nuestra selección	1	El banquete quedó para otro día	12-10-09
Futbolísticamente	<b>Futbolísticamente</b> los resultados dejan a Ecuador sin posibilidad	1	¿Qué debe pasar para ir a la repesca?	12-10-09
Goleada	Depende de una poco probable <b>goleada</b>	1	¿Qué debe pasar para ir a la repesca?	12-10-09

Author: Aída Ortiz

Goles	Con una diferencia de <b>5 goles</b>	1	¿Qué debe pasar para ir a la repesca?	12-10-09
Club	El <b>club</b> jaque mate organiza su torneo de ajedrez	1	Futbolero	12-10-09
Golee	La Argentina de Maradona <b>golee</b> a Uruguay	1	Llaneros: Farías con opción de continuar	12-10-09
Tenis	Con el torneo de <b>tenis</b> de Tokio	1	Tsonga, a un paso de las grandes ligas	12-10-09
Set	En el primer <b>set</b> el ecuatoriano se adelantó	2	Nico estuvo cerca del título	12-10-09
Game	Rompimiento de servicio en el quinto <b>game</b>	2	Nico estuvo cerca del título	12-10-09

Author: Aída Ortiz



Ranking	Escalará varios lugares en el <b>ranking</b> de la ATP	1	Nico estuvo cerca del título	12-10-09
tips	Consejos útiles <b>tips</b> de salud	1	Salud	13-10-09
plus	La selección brasileña recibirá un <b>plus</b>	1	Entrenador de la selección brasileña	13-10-09
jetset	El <b>jetset</b> de jugadores y directivos	1	Justifican los gastos	13-10-09
ranking	<b>Ranking</b> de las estrategias de sueldos	1	Los sueldos	13-10-09
staff	El <b>staff</b> paraguayo reparte	1	Deportes	13-10-09
Money	Con <b>Money</b> se soluciona el problema	1	Deudas que pagar	13-10-09

Author: Aída Ortiz

Web	Está disponible en nuestra <b>web</b>	1	En Santiago	Web
Airbus	En el <b>airbus</b> 320	1	Así se murió de pie	Airbus
Futbolero	<b>Futbolero</b>	1	Futbolero	Futbolero
Fútbol	Campeonato ecuatoriano de <b>fútbol</b>	2	Futbolero	Fútbol
PénaI	Como el del <b>pénaI</b> de Baldriz	2	Futbolero	PénaI
Festival	<b>Festival</b> atlético en los Chasquis	2	Festival atlético en los Chasquis	Festival
Máster	Pichincha en la categoría <b>máster</b>	1	Pichincha en la categoría máster	Máster

Author: Aída Ortiz

### Chart 9

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Dólares	Recarga 3 <b>dólares</b> y recibe 6 dólares	2	Porta	12-10-09
Comité	El <b>comité</b> de damas de abogados de Quito	2	Vereda Virtual	12-10-09
Full	<b>Full</b> televisión satelital digital	1	Full	12-10-09
Parqueadero	<b>Parqueadero</b> para visitas	3	Casas en el Valle de los Chillos	14-10-09
Dólares	Desde 57000 <b>dólares</b>	1	Edificio inteligente	14-10-09

Author: Aída Ortiz

Duplex	Dos dormitorios <b>duplex</b>	1	apartamento	15-10-09
Master	Una alternativa incluye <b>master</b>	1	Apartamento	15-10-09
Spa	Jimena tiene su propio <b>spa</b>	2	Sabe usar su popularidad	15-10-09
TV	Los programas cómicos de la <b>TV</b>	1	Imitan a Ximena Bohorquez	15-10-09
Pop	A la reina del <b>pop</b> no le gustan sus brazos	1	Madonna	15-10-09
Vip	Salas <b>vip</b>	1	Día de locura	15-10-2009
Marketing	Se requiere gerente de <b>marketing</b>	1	Se requiere	15-10-2009
Full	Esta van sí que es <b>full</b> extras	1	Mi voz movil	16-10-2009

Author: Aída Ortiz

Show	<b>Show</b> de baile	1	Hoy gran inauguración	16-10-2009
Cash	<b>Cash</b> luna	1	Ven y pide a Jesús	16-10-2009
Internet	No es problema encuéntralas en <b>Internet</b>	1	Últimas noticias	16-10-2009

Author: Aída Ortiz

### Chart 10

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Social Pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Filme	Se inaugurará esta muestra con el <b>filme</b> “los días del abandono”	1	Galería	12-10-09
Pop	Inclinarnos hacia un <b>pop</b> latino	1	Aquí tres actores de telenovela	12-10-09
Light	Un regaeton más <b>Light</b>	1	Aquí tres actores de telenovela	12-10-09
Nokear	Los obstáculos de <b>nokear</b> a la competencia	2	Aquí tres actores de telenovela	12-10-09

Author: Aída Ortiz

Underground	Distanciarse un poco de esos ritmos llamados <b>underground</b>	1	Aquí tres actores de telenovela	12-10-09
Folclore	El <b>folclore</b> de Pueblo Nuevo es muy emotivo	1	A mi lindo Ecuador nació para la novia	14-10-09
Pop	A la reina del <b>pop</b> no le gustó el aspecto de sus brazos	1	Madonna despidió a su entrenadora por ponerla tuca	14-10-09
Rock	<b>Rock</b> y metal	1	Rock y metal	16-10-09
Power	<b>Power</b> metal de guitarras	1	Rock y metal	16-10-09

Author: Aída Ortiz

### Chart 11

**Variable:** Tabloid “Extra”

**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Dólares	Pero me contento, con eso regreso a comprarlas en 35000 <b>dólares</b>	1	La Isla Puná	10-10-09
Internet	Prensa sensacional y el periodismo desde <b>internet</b>	1	Hoy seminario sobre periodismo	10-10-09
Panel	Este viernes 10 a las 11:15 en el <b>panel 2</b>	1	Hoy seminario sobre periodismo	10-10-09

Author: Aída Ortiz



Fútbol	Donde los rivales observaban un partido de <b>fútbol</b> amistoso	1	Le asestó dos puñaladas por quitarle a su mujer	10-10-09
Dólares	Me pagaban mil <b>dólares</b> por cada muerto	1	Me pagaban mil dólares por cada muerto	11-10-09
Comité	Recién se reunió el <b>comité</b> por la provincia de Milagro	1	La nueva provincia de Santa Elena	11-10-09
Dólares	Lo cogieron bajado con 250 mil <b>dólares</b>	1	Lo cogieron bajado con 250 mil dólares en heroína	13-10-09

Author: Aída Ortiz

Internet	La empresa móvil elegida a través de <b>Internet</b>	1	Solo se conserva el número telefónico el resto sigue igual	13-10-09
Hobby	Madonna tiene como <b>hobby</b>	1	Reina del Pop	15-10-09
TV	Estudio actuación de <b>TV</b>	1	La reina del cantón Playas	15-10-09
Shows	Los diferentes <b>shows</b> se presentarán	2	Se enciende la fiesta del folclor ecuatoriano	15-10-09
Hot	<b>Hot</b> exclusivo para adultos	1	Productos y Servicios	15-10-09
Líder	El <b>líder</b> alias tierrita narra con lujo de detalles	1	Las matamos porque no se dejaron robar	15-10-09

Author: Aída Ortiz

Penal	El detenido posee un juicio <b>penal</b> de tránsito por la muerte de una joven	1	Se lo llevaron a la cárcel con carro y todo	16-10-09
-------	--	---	--	----------

Author: Aída Ortiz

**Chart 12**

**Variable:** Tabloid “Extra”

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Show	Estaba preparado psicológicamente para dar un <b>show</b>	1	Perdieron con las botas puestas	10-10-09
Futbolista	la dirección del <b>futbolista</b>	2	Perdieron con las botas puestas	10-10-09
Mister	<b>Mister</b> Ecuador habrá que buscar a un misterólogo	1	Idioma castellano en peligro	10-10-09

Author: Aída Ortiz

Miss	Mujeres que participan en los numerosos concursos de <b>miss</b>	2	Idioma castellano en peligro	10-10-09
Closing	Pues el <b>closing</b> fue de...	1	Idioma castellano en peligro	10-10-09
Baby shower	Se mencionaba el <b>baby shower</b> que casi se ha generalizado	1	Idioma castellano en peligro	10-10-09
Marketing o sales assistant	Se olvidaron que se debe decir gerente de mercado y asistente de ventas	1	Idioma castellano en peligro	10-10-09

Author: Aída Ortiz

Opening	El <b>opening</b> estuvo a cargo de fulana de tal	1	Idioma castellano en peligro	10-10-09
Bingo	El <b>bingo</b> de comidas del hospital	1	El bingo de comidas del hospital	10-10-09
Fútbol	Igual que en un partido de <b>fútbol</b>	1	El palo ensebado	11-10-09
Básquet	<b>Básquet</b> en que lo individual puede jugar hasta cierto punto un papel importante	1	El palo ensebado	11-10-09
Dólar	Ahora con este <b>dólar</b> gringo no alcanza para nada	1	Nada más ecuatoriano que el difunto sucre	11-10-09

Author: Aída Ortiz

Condón	La fidelidad y el <b>condón</b>	4	Cómo evitarlo	12-10-09
breakers	Instalación de <b>breakers</b>	2	Instalaciones y conexiones	13-10-09
flash	Llegó como un <b>flash</b>	1	Cuando las luces se apagan	13-10-09
stand	La gente ingresa a los diferentes <b>stands</b>	1	Feria exposición	13-10-09
play	Ponle <b>play</b> a tu diversión	1	Diversión	13-10-09
Futbolístico	Lascano vía por la televisión un encuentro <b>futbolístico</b>	1	Escalofriante cifra	14-10-09

Author: Aída Ortiz

Futbolista	El <b>futbolista</b> riosense que actuó en España se mostró tranquilo	1	90 minutos entre el chao o el repechaje	14-10-09
Gol	Buscarán el <b>gol</b> como sea	1	90 minutos entre el chao o el repechaje	14-10-09
Fútbol	Méndez y Rojas generarán <b>fútbol</b> en el medio campo	2	Hilenos quieren que ganemos	14-10-09
Aerolínea	<b>Aerolínea</b> Lan premió a los mejores estudiantes de una fundación	1	Aerolínea Lan	16-10-09
punisher	Al estilo de la película <b>punisher</b>	1	Los escaladores	16-10-09

Author: Aída Ortiz



look	Estrena su nuevo <b>look</b>	1	Andrea Bucaram	16-10-09
factory	No quiere parecerse a ningún sobreviviente de la <b>factory</b>	1	El artista cómico	16-10-09
TV	Mi cuerpo se resiste a actuar en la <b>TV</b>	1	No hay mal que dure 100 años	16-10-09
Down	Todos sus esfuerzos en la ayuda a niños con síndrome de <b>down</b>	1	María Sol Zurita	16-10-09

Author: Aída Ortiz

### Chart 13

**Variable:** Tabloid “Extra”

**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Full	Estadio a <b>full</b>	1	Estadio a full	10-10-09
Club	A pesar de los intentos del cuerpo médico del <b>club</b>	1	Duelo de grandes	10-10-09
Fútbol	Al <b>fútbol</b> uno va a divertirse	2	Una vez más	10-10-09
Golee	Que gane liga de quito hasta que le <b>golee</b>	1	La plena el diablo es rojo	10-10-09

Author: Aída Ortiz

Clubes	No colabora para nada con la economía de los <b>clubes</b>	1	Este tipo de cosas	10-10-09
Sinior	La balandra en la categoría <b>sinior</b>	2	Hoy juega Didí los juegos de finales	10-10-09
Fútbol	La selección de <b>fútbol</b> de Chile clasificó al mundial	2	Chile a Sudáfrica	11-10-09
Goles	Se impuso con <b>goles</b> de Waldo Ponce	1	Chile a Sudáfrica	11-10-09
Tenis	Es un torneo challenger de <b>tenis</b>	2	El cotejo	11-10-09
Sets	Se jugó en tres emocionantes <b>sets</b>	1	El cotejo	11-10-09

Author: Aída Ortiz

Antifútbol	Que hagan lo que ellos quieran mostrando un <b>antifútbol</b>	2	Uruguay ganó con antifútbol	12-10-09
Gol	Atacamos y generamos ocasiones de <b>gol</b>	2	Uruguay ganó con antifútbol	12-10-09
Play off	Comienza los <b>play off</b>	2	Comienza los play off en el fútbol	12-10-09
Sinior	Es el inicio en la categoría <b>sinior</b>	2	Comienza los play off en el fútbol	12-10-09
Fútbol	Santa Elena tiene su aso de <b>fútbol</b>	3	Santa Elena tiene su aso de fútbol	12-10-09
Fútbol	Cosas que se añejan dentro del <b>fútbol</b>	1	Deseo que avance Argentina	13-10-09

Author: Aída Ortiz

Play off	<b>Play off</b> en señor a y b	2	Play off en sinior a y b	13-10-09
Master	Últimos cotejos <b>master</b>	1	Play off en sinior a y b	13-10-09
Sinior	Son los juegos de las categorías <b>sinior</b>	1	Play off en senior a y b	13-10-09
Futbolista	Pero además un <b>futbolista</b> de mejores condiciones	1	Paso al más allá	14-10-09
Fouls	Los <b>fouls</b> , esto si no era ni es asunto legal	1	Árbitro, defensas y fouls	14-10-09
Penaliza	Tanto que se <b>penaliza</b> generalmente al atravesar el pie	1	Árbitro, defensas y fouls	14-10-09

Author: Aída Ortiz

Golsito	En cualquier momento podemos conseguir un <b>golsito</b> para ganar	1	Se nos vino la noche	15-10-09
Gol	El <b>gol</b> lo gritamos pero la pelota no entró	1	Sudáfrica tv	15-10-09
Dólares	Premios para equipos finalistas serán de 2 mil <b>dólares</b>	2	Hoy empieza la copa expreso	15-10-09

Author: Aída Ortiz

### Chart 14

**Variable:** Tabloid “Extra”

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Night club	De oportunidad vendo <b>night club</b> lockers	1	Vendo	10-10-09
Call center	<b>Call center</b> medio tiempo o tiempo complete	1	Call center	10-10-09
Sexy	Envía <b>sexy</b> al ...	1	Envía sexy	10-10-09
Shows	Habrán <b>shows</b> infantiles y artísticos	2	Domingo la clausura	11-10-09
Marketing	Se requiere profesional en <b>marketing</b>	1	Se requiere	11-10-09

Author: Aída Ortiz

Sexy Chat	<b>Sexy chat</b> contacto de chicos y chicas reales	1	Servicios especiales	11-10-09
Dance	Carla la chica <b>dance</b>	1	Desde Argentina	12-10-09
Sexy	Lunes <b>sexy</b>	3	Lunes sexy	12-10-09
Sex shop	Tiendas <b>sex shop</b>	1	Zona picante	12-10-09
Play	Ponle <b>play</b> a tu diversión	1	Ponle play a tu diversión	13-10-09
Sex shop	Tiendas <b>sex shop</b>	1	Zona picante	13-10-09
Hot	<b>Hot</b> al 2672	1	Hot	13-10-09
Laptop	Se llevó la <b>laptop</b>	1	Ex empleado resentido	14-10-09
email	Enviaron <b>emails</b>	1	No fueron muchos los que quieren destruir al técnico	14-10-09
film	<b>El film</b> ecuatoriano	1	Ganador del Zenit de bronce en Canadá	14-10-09

Author: Aída Ortiz



VIP	\$3,5 salas <b>VIP</b>	1	Día de Locura	14-10-09
Sex shop	<b>Sex shop</b> diferentes artículos	1	Tienda Erótica	14-10-09
Sexy Chat	<b>Sexy Chat</b> con chicos y chicas	1	Contactos	14-10-09
Candy	<b>Candymania</b>	1	Venta de máquinas chicleras	14-10-09
Disc-jockey	Locación, <b>disc-jockey,</b> modelaje, ballet, promoción	1	Baile	14-10-09
Call center	<b>Call center</b> medio tiempo o tiempo completo	1	Call center	14-10-09
Play	Ponle <b>play</b> a tu diversión	1	Ponle play a tu diversión	15-10-09

Author: Aída Ortiz

Marketing	Empresa necesita gerente de <b>marketing</b>	1	Empresa necesita	16-10-09
Call	Empleada para atender en <b>call</b> center	1	Necesito	16-10-09
Turismo	<b>Turismo</b> nacional, internacional, habitaciones confortables	1	Hotal turista	16-10-09
Sexy	<b>Sexy</b> fantasy	1	En vivo y reales	16-10-09
Chat	<b>Chat</b> caliente	1	Zona picante	16-10-09
Hot	Envía <b>hot</b> al 2668	1	Zona picante	16-10-09
Sex shop	Tiendas para adultos <b>sex shop</b>	1	Zona picante	16-10-09
Marketing	Empresa necesita gerente de <b>marketing</b>	1	Empresa necesita	16-10-09

Author: Aída Ortiz

### Chart 15

**Variable:** Tabloid “Extra”

**Sub-Variable:** Social Pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>
Pop	La música <b>pop</b>	1	El Pop urbano	10-10-09
Souvenirs	Compran <b>souvenirs</b>	1	De Corin Tellado	10-10-09
Rock	La música <b>rock</b>	1	Se vivió un rock cortavenas	10-10-09
fans	Los <b>fans</b> del artista	1	Se vivió un rock cortavenas	10-10-09
show	El <b>show</b> del artista	1	Se enciende la rumba	10-10-09
sexy	La artista <b>sexy</b>	1	Se enciende la rumba	10-10-09

Author: Aída Ortiz

covers	No <b>covers</b>	1	Guayaquil celebró al ritmo de la buena música	11-10-09
fans	Sus <b>fans</b> corearon sus canciones	2	Más de 500 personas acudieron al espectáculo	11-10-09
show	Un gran <b>show</b>	1	El sabor del baile	11-10-09
marketing	jefe de <b>marketing</b>	1	Empresa desea contratar jefe de marketing	11-10-09
opening	Wilson dance <b>opening</b>	1	Una empresa artística	11-10-09
Hobby	<b>Hobby</b> en tiempo libre	1	Un hobby artístico	12-10-09
mall	El <b>mall</b> del sol	1	Delicias típicas	12-10-09
estrés	<b>Estrés</b> las enfermedad de moda	1	Antídoto contra el estrés	12-10-09

Author: Aída Ortiz

TV	Hoy en la <b>TV</b>	1	Estamos en la TV	12-10-09
videoclip	En el <b>videoclip</b> presentamos	1	Anuncios en TV	12-10-09
rating	Un buen <b>rating</b>	3	Contamos con el mejor rating	12-10-09
Show	Llegó a Guayaquil y fue un <b>show</b> con el trompo	1	El trompo unió al país	12-10-09
Show	El <b>show</b> de las musas fue un verdadero espectáculo	1	Las tapas de las musas	13-10-09
Folclórica	La finalidad de que nuestra diversidad <b>folclórica</b> sea visible	2	Étnica	14-10-09

Author: Aída Ortiz

## **DISCUSSION**

### **Theoretical Background**

English words have become part of our everyday language and, in many instances the use of English is to be expected. The status of the English language has inevitably compelled us to use these words as part of our own language. The use of an English word in another language is known as an *Anglicism*. Anglicisms are mainly used in areas such as technology, entertainment, and journalism.

The study of Anglicisms in the Spanish language and especially their influence in printed media such as journals, magazines and newspapers constitutes a very rich and wide subject of study.

Moreover, there is general concern among linguists and researchers that there could be many important implications as a result of the incorporation of so many Anglicisms into the Spanish language. The most considerable effect of this language change is in economic publications, as the importance of business is prominent in everyone's daily lives. On the other hand, there are other areas in which we can detect the common use of Anglicisms; in areas such as technology, entertainment, and advertising. In technology we use many loan words that originate from English. We are almost forced to use these words due to the lack of effective Spanish translations or simply because they have, over time, become part of our own everyday language.

When we talk about entertainment, we always think about movie stars or television shows from Anglophone countries. Television plays an enormous role in communication within our society. Much of the language used within this media is delivered with an inordinate number of Anglicisms. The same applies to reports printed in journals and magazines.

In addition, the average person receives thousands of advertising images every day. We see these images from the moment we wake up until the moment we go to sleep. These images always relate to products we use daily, and that keeps them in the forefront of our minds. On many occasions these products come with slogans that very often contain Anglicisms. Publicists use Anglicisms to attract potential buyers and occasionally they even use English terms. This in turn has led to the misperception that imported products are somehow better than local products.

The influence of the English language reflects the domination of Anglophone culture in our society. This influence seems more invasive in the field of linguistics than in any other area of language and, as far as Spanish is concerned, it provokes all sorts of reactions from various people, many of which are unfavorable. Not all reactions, however, come from linguists. Many negative reactions also come from the average reader of Ecuadorian printed media.

Most of the complaints regarding the use of Anglicisms are based on general impressions obtained after having listened to the

news on the radio or on television, or after having read a newspaper or a magazine. For linguists, this evidence must come from data gathered objectively and systematically.

To understand how Anglicisms affect our lives, we have to first understand how language in general affects our lives.

### **Language**

Language is defined as a complex system of conventional spoken or written symbols used by people in a share culture to communicate with each other. The major advantage of human language is its symbolic method of communication. It is also completely flexible, in which meanings can be changed and new words created; in fact new words are invented every day and the meanings of old or outdated words are frequently changed. Some animals also communicate with each other through a specific system of sounds; therefore humans are not unique in this capability.

However, human language is unique and humans use verbal and visual symbols as a means of communication, similarly, when different speech communities come into contact, their languages influence also each other. *Symbols* are sounds or signals that have meanings determined by the speakers of a language. This complex system of symbols used by humans is based on a small number of arbitrary vocal symbols, and sound units that work and combine according to certain rules to form more complex structures with semantic content. In the same way, we have to mention the special



systems of language which have been created for *deaf* and *blind* people. Sign language is a different and complex *visual-gestural* system and is used by deaf people to communicate with each other and with others who understand the symbolic language which is spoken using specific gestures created by the hands and fingers. *Braille* is used by blind people; a language which is presented as specific patterns of risen dots that are read by gently touching the lines across the paper with the fingertips.

Language and speech are entirely related to each other. However, both are not the same thing. *Language is a set of rules for generating speech*, while, *speech is the oral manifestation embedded by symbolic and emotional word meaning*. Consequently, language being a broad field, we must then talk about *dialects*, which is another important point within this theme. Dialect is always associated with geographical locations identifying particular speech communities. These different dialects are based mostly on social classes, ethnicity, gender, age, or particular social situations and, in many instances they are also associated with social status. (O'Neil, 2006)

### **Linguistics**

Linguistics is the scientific and systematic study of the human language. This approach also involves several other subfields. Knowledge of linguistics, however, differs from knowledge of a language. Linguistics not only describes the different characteristics

of every language, but also studies the properties that languages share between them, thus, the main sub-field is *formal linguistics*, which refers to the study of grammar. Linguistics also compares the most common properties of languages in order to learn the most efficient ways to describe languages in general. Within this field, linguists have developed useful tools, methods, and techniques for the process of teaching and learning languages.

From its early stages, the study of linguistics has clearly defined traditional grammar; for example, a *noun* is a person, a place or a thing. Later, a new phenomena appears; the theory of *structural linguistics*. The main branches of linguistics are phonology, morphology, and syntax. Structuralist researchers generally exclude semantics in their study of languages. (ERIC Digest, 1986)

Moreover, flexibility in the process and study of language as a tool for communication has created huge and evident changes in grammar. This is the result of combining smaller elements into larger structures. Thus, languages have suffered several variations from time to time, which show different levels of analysis from linguists.

In a similar way, there is also a new approach that describes the combination of words to form sentences and breaks down to simple terms the construction of components such as roots and suffixes. This is called *syntax*. On the other hand, we have phonology identifying sounds associated with the semantics or meanings, and

all of them are associated with the phonetics of the words. (Manning, 1997)

### **Branches of Linguistics**

Linguistics explains the nature of human language. There are many fields concerned with particular aspects of linguistic structure. Some of them concentrate on form and others concentrate on meaning. They are morphology, semantic, syntax, pragmatics, and phonology.

### **Morphology**

This branch of linguistics refers to word combination and structure of language. This field also involves identification, analysis, combination, and descriptions of the words as units in the lexicon. However, in most languages (not in all), words can be related to other words by rules. English speakers make these connections from an intrinsic knowledge of the rules or word formation. For instance, the words *dog*, *dogs*, and *dogcatcher* are closely related. Rules are learned by the speakers to demonstrate specific patterns when words are formed from smaller units, and show how those units are introduced in speech.

In other words, morphology studies patterns of word formation, and introduces rules that model the knowledge of the speakers of different languages. (Bauer, 2003)

## **Semantics**

Semantics is the study of meaning. It is a field of linguistics within the general study of languages. The understanding of semantics is an essential point of language acquisition in their different contexts, also to understand English varieties, and its effects or styles. The most fundamental concept in linguistics includes the analysis of meanings, how they are built, interpreted, illustrated, simplified, negotiated, contradicted, or paraphrased as a complete mechanism produced by each sentence within a language, and also to learn their meanings and the manners in which words are put together.

Semantics has two types of meanings: *Word definition* and *speaker meaning*.

Word definition concerns the official dictionary definition of the word. On the other hand, the speaker's meaning is related to what the speaker wants to express, to communicate ideas, feelings, and opinions, also taking into account psychological thoughts.

Speaker meaning is what the speaker intends to express by saying something. In some cases, people do not say what they mean; in other cases, they say something that is in error. In both cases the speaker meaning and the semantic meaning appears to be different. Sometimes, words do not actually express what the speaker wants them to express; so the words will mean one thing, and what people

intend to convey by them might mean something else. The meaning of the expression, in such cases, is ambiguous. (Cruise, 2003)

### **Syntax**

This branch of linguistics concerns the arrangement of words into phrases and sentences, framed within a set of constitutive rules that speakers use in order to combine words. This approach is also a sizeable branch of linguistics, in which people link meanings, sounds, and written symbols to form words. Moreover, syntax is also defined as the study of grammatical rules and structures, which are the main clues for teaching and learning. Learners need to know how to combine words into phrases and clauses, and sentences into paragraphs.

These grammatical principles enable speakers to produce and understand sentences. Speakers also write using properties of grammar study, which enables them to communicate with other people. However, at this stage, we have to refer to an important point; the native speakers' knowledge of syntax. In this case, language rules always remain in the subconscious brains of native speakers, without them necessarily understanding the finely tuned mechanics of their native language. In fact, children acquire native languages in a very short time. The most influential contribution to this field by linguistics is the language process, which also includes several language mechanisms for teaching and learning that is known as *the grammar of the language*; therefore *syntax* is regarded as *the core of*

*the language*, used by the human mind with a limited set of grammatical rules and a finite set of terms.

### **Pragmatics**

In linguistics, pragmatics is the study of how people who produce and comprehend speech act in a certain situation or conversation, by using their native language as means of communication. It has to do with the analysis of the relationship between the utterances concerned with the social context, in which words are pronounced.

Here we can distinguish two types of meaning; both of which refer to the act of verbal communication. The first has *informative character* or sentence meaning. The second has a *communicative character* or speaker meaning. Some linguistics theory also refers to *pragmatics* as the ability to comprehend and produce an act of communication. But another linguistic theory from Kasper includes *social factors, social distance, and social status*, which involves aspects such as culture, behaviour, and the setting and function of the interaction. In other words, these outsider elements affect communication. (Mey, 2001)

### **Phonology**

Phonology is a science branch of linguistics, which studies the sound of speech in general, according to the production, composition, distribution, and function of speech. This study can be made in two different ways: *phonemics* and *phonetics*. Phonemics refers to the

study of the sound system; while, phonetics relates to the study of particular speech sounds produced by the human vocal apparatus, also its acoustic and auditory phonetic sounds in languages. (Espinoza, 2006)

### **Morphological procedures**

Morphological procedures are another branch of linguistics, which refer to the identification, analysis, and description of the structure of complex English words. Each word in a language is commonly analysed in its form and stem, also within the smallest units that interact in speech. Similarly, in most languages, we can see clear evidence that words are connected to each other by certain sets of rules. In the same instance, morphology studies written patterns of word formation. It also attempts to formulate rules which model rules for *word formation*, and *knowledge of word formation*, a process where we can see inflexion.

Examples:

I / we / you / they = go

He / she / it = goes

Or a plural noun: city – cities

There are two types of word formation called *derivation* and *compounding*.

*Derivation* involves affixing bound forms. This addition of the affix derives a new word.

Example: competent/ incompetent or dependent / independent

In the above examples, the words are prefixed by the derivational prefix *in*.

Compounding is a process of word formation, which involves combining complete word forms into a single compound form. For instance *dogcatcher* is a compound (noun) because both *dog* and *catcher* are complete words (both nouns) formed in their own right before the compounding process has been applied.

### **Historical linguistics**

Historical linguistics studies the history and evolution of languages. The aim of historical linguistics is to classify languages into language families, descending from a common ancestor. It is also a branch of linguistics, which focuses on interconnection and comparison, and historical development. Historical linguists have always researched how different languages have changed over time.

The main job of historical research linguistics is to investigate how languages are related, and how this discipline emerges through communication as one of the most dynamic parts of culture. Historical linguistics, also called *dynamic linguistics*, introduces the study of *etymology*, which is a profound study of the single words of a language.

Thus, languages throughout history have shown to be related to each other by having a large number of words in common, which are not borrowed from other languages. They are called *cognates* (words which have the same origin or are related in a similar way). As



the result of an interrelated group of languages under study, consequently, it is possible to understand how words are introduced or changed into different languages. (Efland, 2004)

The study of historical linguistics involves the following aspects:

- Description and account for observed changes in particular languages.
- Reconstruction of prehistoric forms of a language and determining the language families or languages that are somehow related.
- Determining how and why language changes.
- Describing the history of speech communities.
- Studying the history of words (etymology).

There are several marked differences between studying traditional historical linguistics and modern historical linguistics. Traditional historic linguistics focuses on keeping records of language changes in the history of a language or a language family. It also concentrates on language changes relating to internal factors and it concentrates on the structure of the language.

On the other hand, modern historical linguistics focuses on the progress of language change. It tries to analyze the cause or motivation, the spread, and the modality of language change. In modern historical linguistics the main interest lies in syntax, semantics, and pragmatics, and no more in phonology. Traditional

historical linguistics deals only with written language, but modern historical linguistics are also concerned with spoken language.

It is very important to understand how our language changes and what are the reasons for those changes. Language change is the phenomenon where phonetic, morphological, semantic, syntactic, and other features of language vary over time. All languages are continually changing. The main reasons for any language change are:

- Economy, because speakers tend to make conversations more efficient and effective to reach their communicative goals.
- Analogy is the linguistic process that reduces word forms perceived as irregular by remaking them in the shape of more common forms that are governed by rules.
- Language contact occurs when two or more languages interact.
- The medium of communication.
- Cultural environment: Groups of speakers will reflect new places, situations, and objects in their language, whether they encounter different people or not.

In addition we have to recognize the different types of language changes. We can identify the following types of language changes:

- Lexical changes in which a language borrows words from another language and incorporates them into the original language.

- Phonetic and phonological changes correspond mainly to the change of pronunciation.
- Spelling changes.
- Semantic changes implying the change of meaning of the word.
- Syntactic change affects grammar in its morphological and syntactic aspects (Lass, 1997).

### **Language change**

Through time and interaction languages have suffered several changes. It is easy to demonstrate how languages change over time. We know precisely the point where English spelling became relatively fixed in print form. We know when printers recorded the modern pronunciation. In reality, it is not so much that languages themselves change, but that speakers and writers change the way they use their native languages. When languages are used, they are naturally changed over time, in physical space and socially. These changes occur in different aspects of the language, such as lexis, semantic, and syntax.

All languages change over time whenever speakers come into contact with one another, it also varies from place to place. People who come from different places speak differently; even within the same community we can find variants according to context, age, gender, and ethnicity.

Through human interaction we find new words, expressions, and different ways of pronunciation, which increases the instances of new vocabulary in languages. Families who have lived in the same place for generations can easily identify new and different words. However, many language changes are the result of social or political pressures, for instance colonisation, invasion, or immigration, thus new vocabulary is created and invented for requirements such as transport, domestic appliances, industrial equipment, and technology. Therefore, changes take place over time, and everybody takes part in these changes. (Mahoney, 2008)

### **Language vice**

This phenomenon of linguistics is regarded by some sociolinguists as a real problem. Language vice occurs when speakers use words in an incorrect form without syntactic and semantic content. These badly pronounced utterances mostly affect linguistic written or spoken communication, due to broken grammatical rules.

These changes are introduced and conventionally used by speakers according to their needs. For instance: when speakers do not know the true meaning of a word or when a word is simply used in the latest mode of linguistic fashion.

Therefore, the problem of language vice relates to the arrangement position placed in written statements, also in spoken form, it provokes deformations and creates compulsory changes in

the language process, producing enormous confusion for people who are learning a foreign language; usually English, in this case.

### **Neologisms**

In addition to language changes we also have to identify other factors that affect language, factors such as neologisms. This term is regarded by linguistics as a new word in language. Languages also develop according to literature, science, and sociolinguists researchers. *Neologism* is defined as *new*. This is a new phenomenon with new ideas, which are used in a new cultural context. Consequently, the modern word *e-mail* is considered as one example of neologism.

Contrary to this theory, other investigators see it as disorder in a language. When a word is invented outside the conventions, it will have few possibilities to integrate completely into the language system. (Guzman, 2003)

Neologisms tend to occur more often in cultures that are changing rapidly, and also in situations where there is easy and fast propagation of information. This rapid propagation is influenced by media like the internet and television. The new terms are often created by combining existing words or by giving words new and unique suffixes or prefixes. Examples of this are the words *unstable* and *diffused*. Portmanteaux are combined words that have begun to be used commonly. The word *brunch* is a new word that is widely

used as a new social event that combines breakfast and lunch.  
(Lavov, 2001)

### **Barbarisms**

Barbarism refers to non-standard words, expressions, or pronunciations, which are completely incorporated to the language. Etymologically the word *barbarism* is derived via Latin from the Greek *barbarous* which carries the meaning *foreign* or *strange*.

For example: The word *youse* for (you), *liftin*, *aftersheiv*, *campin*, *récór*, *set*, *pípol*, *manayer*, *hévi*.

Moreover, these incorrect expressions and new borrowed words are most often introduced by writers which are then used by speakers. Then, they are completely incorporated into languages as *neologisms*, which can also be called *Anglicisms*, which have a respectable place in the English language.

Nevertheless, most of the well known common phrases which have the greatest influence on language are based on general impressions obtained when we listen to the news on the radio, or watching news and current affairs on television, and also when people read newspapers and magazines, because there are a number of English words which are permanently used by the media.

Barbarisms; in other words, an innovation in Spanish language, are mainly sourced from foreign languages (most often English), also involve lexicons, phonology, morphology, and syntax, in order to generate grammatical sense. But not all people are in

agreement with these types of changes, nor with the rapid increase of foreign vocabulary into their native languages. Some people express indignation regarding the use of loan words.

Therefore, ultimately we can perceive a substantial increase of Anglicisms in our own language, which are being spread every day throughout the media, especially in newspapers. Finally, the influence of English words in the Spanish language has a strong effect, also related to previously popular languages such as French, Latin, or Arabic. (Guzman, 2003)

### **Foreign language interference**

The second language environment encompasses everything the language learner hears and sees in a new language. It is a difficult point that occurs in another language exchange in different situations; for instance in travel agencies, stores, restaurants, or in conventions. When beginners of an L2 begin the process of learning, there should be sufficient teaching techniques and tools in order to train learners on a suitable level of proficiency by mastering structural entities, and also organise this knowledge into coherent structures to achieve an effective learning in the target language.

However, many students of an L2 have demonstrated difficulty in organising this knowledge into appropriate and coherent structures. Consequently, a gap then appears between accumulation and organisation of the knowledge. Thus Ellis (1997) argues the need to distinguish the differences between *errors* and *mistakes*. He also

says that errors reflect gaps in a learner's knowledge; it occurs because learners do not know the correct forms. On the other hand, mistakes reflect certain lapses in performance; these occur because learners are not able to perform in the language they are learning.

In other words, Ellis' theory regarding L2 (Second Language) is that it appears to be much more difficult for adults to learn a new language; the learners of a second language often suffer the interference of the first language or mother tongue. (Encyclopaedia Britannica)

### **Anglicisms**

Now that we have defined language changes, we can define Anglicisms in a better and clearer way. An Anglicism can be defined as a part of speech, of English language origin, that has been borrowed by another language. The use of a word from another language happens when there is not an exact translation of a specific word or when a translation does not satisfy the meaning of a word. In other cases English words are used directly in English when they are easy to use. A Barbarism refers to a non-standard word, expression, or pronunciation in a language. Anglicisms are considered a type of barbarism for they are considered an aggression to the adoptive language, although the concept of barbarism is outdated nowadays due to the rapid changes in languages.

There are many types of Anglicism:



- Word borrowing retains the original meaning of the word. For example, the Spanish word *mapear* originates from the English word *mapping*.
- Word tracing uses words that already exist. For example the word *atender* comes from the expression *to attend*. The correct expression in Spanish is *asistir*.
- Complex tracing contains more than one word. For example *máquina lavadora* is a translation of the expression *washing machine*. The correct expression is *lavadora de ropa*.
- Syntactic tracing, for example *eso es por que* from the expression *that is why*. The correct expression is *por eso es que*.

Due to the extensive use of Anglicisms in the media, these new expressions have been approved and regulated by the *Real Academia de la Lengua Española* (RELA; the institution that regulates the use of Spanish Language), its official Spanish language dictionary; *Diccionario de la Real Academia Española* (DREA), and other language academies.

Other areas in which Anglicisms are used are: physics, chemistry, economics, and medicine. Information technology is another area in which the use of Anglicisms is constant. Manuals provided by the creators of any technologic device are often poorly translated by people that prefer to use English words by trying to make them more comprehensible. Anglicisms are used not only

because translators are not able to transmit technical information about a device or a technology in a better way, but sometimes it sounds better. For example:

- *Core* is used instead of *núcleo*.
- *Network* seems more elegant than *red*.
- *Throughout* is really difficult to translate in its whole context, but it could mean *rendimiento*.
- A *chip* is a *circuito integrado*.
- *Hardware* and *software* do not have valid Spanish translations.

Chat rooms and public forums are also flooded by the use of Anglicisms. Young people usually always prefer English words to make conversations shorter and more meaningful.

In economics and management words like *joint venture* or *spread* are commonly used by teachers and book authors, who do not bother to use translations of these words because they are more universal and their context is common in every country. Most research papers, reviews, and magazine include many Anglicisms such as *cash*, *flow*, *trust*, *dumping*, *holding*, or *stock*. These words in most cases are either difficult to translate or the rough translations create confusion among readers.

Newspapers and tabloids play an important role by introducing many Anglicisms in their content. However, many inaccuracies and mistakes in the redaction of articles are caused by a poor knowledge

of both the Spanish and English languages. Anglicisms suffer from adaptations and changes as they are used by the media. For example, the word *record* is constantly used when there is a perfectly acceptable Spanish translation; *marca*.

Advertising in the written media suffers from the constant use of Anglicisms, especially when marketers are trying to attract attention to their adverts.

The biggest users of Anglicisms are sports writers. Most of the words used in sports articles come directly from the sports and the equipment used. Words like *hockey*, *basketball*, *volleyball*, and others do not have valid Spanish translations. Sports writers have also made many adaptations and changes in the words they use. In the entertainment section of any newspaper you will find words such as *thriller*, *primetime*, *celebrity*, and *reality show*, *singles*, and *hobby*. These words seem to be more appealing to the young people who read newspapers. It is clear to see that journalists would rather use the original English word to describe an action or an event because it seems more appealing to the audience and it draws more attention. Some of these words are approved by the language academies, but most of them are not. However, approved or not, they are constantly used.

The main reasons for the use of Anglicisms are:

- Sometimes they are easier to use because they are shorter.

- Depiction of our own culture in thinking that the Anglo-Saxon culture is richer.
- Some writers believe the use of English words is more elegant, or that it shows more intelligence.
- Ignorance and lack of creativity in trying to find the right word.

Most of the complaints caused by the use of Anglicisms are based on the impressions obtained after having listened to the news on the radio or on television, or having read a newspaper or a magazine. (De Miguel, 2004)

Languages in contact habitually tend to incorporate lexical borrowings from the most influential language to the other language. The varying degrees of adaptation into the Spanish language have also generated the term *extranjerismo*. *Extranjerismo* is a type of borrowing which has not (yet) been incorporated into the Spanish language system. Other investigators consider it language interference.

On the other hand, a sporadic borrowing takes place when the word or expression has not been incorporated into the Spanish language system, and for this reason it is not included in any Spanish dictionary of general language.

Another way to use an Anglicism is to use an equivalent word. A common example in this case is the word *fútbol*, an English borrowing whose Spanish spelling reflects English phonetics. On the other hand, a *calque* is the incorporation of a foreign word into

another language whose meaning has been directly translated. For example, the word *balonpie* is the literal translation of football.

The term equivalent works for those words that, although translated directly, have the same sense value in the Spanish language. The term *equivalent* is widely used in the framework of translation theories. In 1959, Roman Jakobson stated that translation involves two equivalent messages in two different languages.

There are words that, although not corresponding to each other within their own language systems, do correspond after the process of translation and have the same sense value, as in the case of *nacional* for *domestic* or *solicitar* for *to apply*. This equivalence relation is not unidirectional; translation is the equivalence of the original text, but not vice versa. At the same time, it is a relative concept because equivalence is partial, not absolute.

The linguistic mechanisms studied usually bring about changes in semantic relations. The most common semantic relations are:

1. Generalization, widening or extension of the original meaning where a hyperonym is used instead of the element to translate.
2. Specialization, restriction or reduction of the original meaning through a hyponym.

3. Neither of the previous possibilities, in which case co-hyponyms could be considered as synonyms in English and Spanish. (Lopez, 2005)

A hyponym is a word or phrase whose semantic range is included within that of another word, its hypernym (sometimes spelled hyperonym outside of the natural language processing community). In simpler terms, a hyponym shares a *type-of* relationship with its hypernym.

For example, *scarlet*, *vermilion*, *carmine*, and *crimson* are all hyponyms of *red* (their hyponym), which is, in turn, a hyponym of *color*. (Wikipedia, 2010)

To conclude, it is clear that the Anglo-Saxon economic supremacy together with its ever expanding market is also exporting an increasing number of linguistic terms into other languages. Allied with its economic consequences, globalization also impacts language at the cultural level and the Spanish language is no exception. Language is a defining characteristic in the idiosyncrasy and identity of a country. For this reason we have preferred Spanish equivalents to avoid excessive English borrowings whose usage implies redundancy, as they coexist with native terms. This happens in the case of *agenda*, *brief*, *marketing* etc.

On the other hand, in some cases the rapid growth of economic development makes borrowings necessary because there are no

semantic equivalences in Spanish, as in *bancarización*, *commodity*, *joint-venture*, *leasing*, *management*, etc. (Lopez, 2005)

Within the economic scope, although Anglicisms are attested almost in every field, it is marketing where they have the strongest influence. Examples of this are *publicitar*, *merchandising*, *customizar*, etc.

### **Previous studies**

A study conducted by the Language Department of the University of Gothenburg analyzed the use of Anglicisms in two newspapers *La Nación* from Argentina and *El País* from Spain. This investigation took place during the 2008 presidential elections in the United States. This was a comparative study based on ten articles (five from each newspaper) that covered the presidential campaigns during the fall of 2008.

Both newspapers are the most read journals in their respective countries and both have similar formats. There are some differences in the language used in those papers due to dialectic differences between the Spanish used in Spain and the Spanish used in Argentina.

This study identified the differences in the use of the language in its respective countries. In other words, it investigated the amount of the Anglicisms used and what function they had. The study also covered subjects such as the political and journalistic language used and the relationship between the two of them.

This research concluded that the journal from Argentina used more Anglicisms than the Spanish newspaper. In fact, in the five articles analyzed from each newspaper there were twelve Anglicisms in *La Nacion* and six in *El Pais*. Most of the Anglicisms used are loan words related to the political event such as: *mitin*, *spot*, *record*, *deficit*, *rol*, and *en off*. One hypothesis of the author was that most of the Anglicisms used were accepted by the Spanish Academy of Language, but surprisingly most of the Anglicisms used in fact had not been accepted. It was also concluded that even if both newspapers were covering the same event, the use of Anglicisms would still depend on the writing style of each journal.

Another study was conducted in Chile by journalist Gabriele Schwarzhaupt. This document begins with an investigation about the cultural relations between Chile, England, and the United States. The newspapers used for this investigation are *El Mercurio* from Santiago and *El Correo de Valdivia*, which is a local newspaper. For the author, the sections most influenced by the English language are the Sports and Social sections. Each term studied appears with a phonetical transcription and morphological analysis. This study also concluded that the use of Anglicisms depends not only in the writing style of the journal but in the region in which it is issued.

(Jormeus 2008)



## **Newspaper**

A newspaper is a publication containing news, advertising, sports, and other types of printed information that elicit public interest. Most traditional newspapers feature an editorial page with some columns, which expresses the personal opinions of the writers.

A wide variety of material has been published in newspapers including editorial opinions, criticisms, persuasion, obituaries and entertainment features such as crosswords, horoscopes, weather, news, forecast and various other columns

For the current investigation we have selected *El Comercio* which is a nationwide journal and is the second most popular newspaper in Ecuador. We have also selected *Ultimas Noticias* which is a local newspaper printed only for Quito. Both newspapers belong to *Grupo El Comercio* and it is assumed that the two newspapers have similar journalistic, writing and editorial styles.

## **Tabloid**

A tabloid or a tabloid newspaper typically contains news in a condensed form. This kind of newspaper also contains illustrated and sensational material about celebrities, fashion, crime, and social events. It is notably smaller than the standard broadsheet newspaper.

For this investigation we have selected the tabloid *Extra* which is issued mainly in Guayaquil, but has a national distribution. Its writing style is illustrated by its violent stories.

## **Description and Analysis of Results**

For this investigation it is necessary to analyze a group of words. These words have been chosen because they are the most used in various newspaper sections. Also, they are used every day in many other fields including formal and informal events.

Therefore, this analysis has been done to obtain a qualitative input of the usage of anglicisms in Ecuadorian newspapers; to explain how they change, how they are used syntactically, morphologically and phonologically. These words often change in the context of their usage.

The following analyzed words come from the national newspaper “El Comercio”:

### ***Hobby***

This term comes from Middle English “hoby”. The word is registered by the Real Academy of the Language Dictionary. The function of this term in English is as a noun. The word hobby means, a regular occupation engaged specifically for relaxation. In the following example, “El hobby de Maritza era jugar a ser reportera”. The function of the word is changed.

Concerning semantics, the word has a similar meaning in English; it is something that a person likes to do as an entertainment or pastime such as playing a guitar. Specifically, referring to the morphological feature, it also has variation in Spanish, because the word is usually spelled and written “hobie”.

Its pronunciation is very similar to English pronunciation. Finally, this anglicism is used more in speaking and in informal conversation than in written forms. From the sociological aspect, it does not negatively influence the Spanish language. Negative influences may be a change in culture or language.

### ***Flash***

The Word “flash” comes from Middle English “flacher”. The function of this word is a noun or verb, and it is not registered by Real Academy of the Language Dictionary. In reference to semantics, it refers to “shine brightly and suddenly”. In our example “Los jugadores posaron para los flashes”, the function of the word is a noun, but the meaning varies because it refers to the use of a camera’s flash.

From the morphological point of view, the word does not have changes. Referring to the phonological aspect, the pronunciation is similar in comparison to English. The use of this word in the Spanish language does not affect its meaning, and it is mainly used in social pages or sports sections.

### ***Show***

This word has been accepted by the Real Academy of the Language Dictionary. It comes from Middle English word, “shopen,” and from Old English word, “sceawian,” meaning to look, look at or see. Syntactically and semantically, the word is used according to the

context or events, as demonstrated in the following example: “Shows infantiles y artísticos”.

From the morphological point of view this term in Spanish is changed. In our example, *show* is pluralized to “shows,” thus referring to a change in phonological features. Pronunciation is similar to English; however in some coast regions, the same word is pronounced “chow”. This anglicism is one of the most used in newspapers in social pages, and in advertisements.

### ***Metin or meeting***

The word “mitin” is a clear example of how words have been affected by lexical borrowing. This word is used to describe the occasion when people come together. The function of this word is a noun and comes from the English word, “meeting”. Regarding syntax and morphology, the word changes by suppression of one vowel “e” and the consonant “g” at the end of the word. Its phonology varies to “Mitin” without the adding of “g” at the end of the word.

This term is mostly used by groups of people in order to share common interests, thus illustrated in the following example: “Alianza Pais convoca a un mitin”. Concerning semantics, the meaning of the word in Spanish is the same as in English. The word is used in all type of media, and is truly accepted by the Ecuadorian community. Finally, it is also registered by the Real Academy of the Language Dictionary.

### ***Call Center***

This term has not been registered by the Real Academy of the Language Dictionary. The linguistic borrowing is regarded as a “new expression”, and it comes from the English language. Regarding semantics, it is a central office used for the purpose of receiving and transmitting a large volume of requests by telephone; most major business use “Call-Center” to interact with their customers.

Referring to morphological features, this expression keeps its form and has been incorporated to the Spanish language. When analyzing this word morphologically, it does not have changes. Concerning its phonetic point there is no variation in Spanish.

Sociologically, the use of this expression is so recurrent in the “Ads” pages in newspapers like, El Comercio and La Hora. Finally, the influence of this anglicism is very important, due to the increasing use of technology and social requirements for Call-centers. With the following example “Necesito señorita para atender Call-Center” we might consider how this anglicism is being introduced and accepted into the Spanish culture.

### ***Film***

This is another anglicism introduced into the vocabulary of Spanish speakers. This word has been already accepted by the Real Academy of the Language Dictionary, and comes from Middle English word “filme”. The function of this term in English is a noun. In our

example, “El film es un retrato de un mundo que desnuda los conflictos,” hence the structure changes in Spanish.

Concerning semantics, it has similar word as “movie”, performed by actors or actresses. Analyzing this word morphologically, we can see that it has variation, because in Spanish the vowel “e” is added to the end of the word. Pronunciation has two ways, with the sound “e” or without it. Finally, on a social context, this word appears in the “reports” section in newspapers, magazines, television reports, and also in the internet. This term appears to be accepted and used on specific fields as “film” or “filme”.

### ***Péna***

This word comes from the English word, “penalty”. This word has been registered by the Real Academy of the Language Dictionary, and it is a noun. Concerning semantics, this anglicism refers to punishment, penalties or punitive institutions; in the Spanish language the word “péna” is highly used and popular in Ecuadorian soccer. Relating to morphological analysis, this word has variation. The two last consonants “ty” are suppressed, along with a stress mark on the first morpheme “pé” as in the following example:

“Mientras todo el mundo pedía péna, el partido continuaba”

This anglicism is commonly used by sports newscasters throughout TV, or in newspapers. The pronunciation also differs in Spanish. The word “penal” has a different meaning according the Real Academy of the Language Dictionary, but the word “penalty” is

accepted in Spanish. Finally, this term is introduced to Spanish language, as a part of our own lexicon, because there is no word to use for such context.

### **Rock**

This term comes from English word “rock”, and it has been registered by the Real Academy of the Language Dictionary. The function of this word in English is a noun. In our example, “A veces el rock alternativo es puesto en escena”, the function of the word varies depending on the context. In this case, rock is part of the subject.

Concerning semantics, it means a type of popular music practiced since the 60s, which sounds strong and aloud. Similarly, in the Spanish language this word belongs to the same musical gender. From the morphological point of view, this word does not have changes.

Phonologically, the word is pronounced like in English. As we can see this word has always been used by Ecuadorian newspapers and by speakers. This signifies that anglicisms are completely accepted by people, especially when referring to a specific music genre.

### **Club**

The word club has been accepted by Real Academy of the Language Dictionary, and comes from the English word, “club”. The function of this word in English is a noun. In the following example “Las competencias se desarrollaron en el Club Bataca”. In terms of its

semantics, it means an organization of people with a common purpose or interest. In the Spanish language it also works in similar form to English.

According to morphological features, this term does not have variations. Phonologically, the word “club” sounds different in Spanish, because Ecuadorian people pronounce the vowel “u” in a different way. Finally, the word has similar meaning in Spanish as a “group of people which share common interests”. Therefore, this anglicism enriches the Spanish lexicon, and is mostly used in sports and social pages.

### **Tenis**

This word has been already accepted by the RAE (Real Academia de La Lengua Española) and comes from the English word, “tennis”. The function of this word in English is a noun. In our example, “El challenger the tennis disputado en Montevideo,” the function of this anglicism changes in the context. Concerning semantics in both languages it refers to a game or played by two or four players. However, in some places of Latin America this word also refers to sport shoes. Many people in Ecuador refer to shoes as simply “tenis,” where as in the United States a noun like *shoes* must be added to achieve the same meaning.

Referring to morphological feature, this word has variation in Spanish because one consonant “n” is removed. This word is



extensively used in sport pages in all newspapers and does not affect the Spanish language

The following analyzed words come from the local newspaper “Ultimas Noticias”:

### ***Futbol***

This term has been accepted by the Real Academy of the Language Dictionary. The word comes from the English word “football,” and the function of this word in English is as a noun. We can see some details, which differs in the following example: “El futbol nos dió un golpe”. In reference to its semantics it is a game played between two teams consisting of twelve people.

Referring to the morphological analysis, this term has some changes in Spanish language, because it is formed by the replacing the vowels “oo” with the vowel “u”. In addition, the last phoneme is changed in the vowel “a” with “o” and one consonant “l” is removed. Finally, the word has a stress in the first phoneme in Spanish.

Though this anglicism is widely used on television, radio, and newspapers in sport pages, we can see how the anglicism has experienced various morphological changes in Spanish. Consequently, people usually use the word “futbol,” thus indicating a total acceptance of the word.

## **Gol**

*“Ese fue el gol de la victoria”*

The word “gol” comes from the English word, “goal”. It is an area on a playing field usually marked by two posts. The word “gol” is widely used in all newspapers, specifically in sports pages. The function of the term “Gol” is a noun and remains so in English and Spanish. When analyzing syntactically and semantically, its use is similar to English. Concerning the morphological analysis, the word “gol” has variation, because the vowel “a” is suppressed in Spanish.

According to the sociological aspect, this word is widely used, not only by newspapers in sport sections, but also by readers and speakers; further illustrating the acceptance of anglicisms in the Spanish language. Finally, the word “gol” has been registered by the Real Academy of the Language Dictionary.

## **Lider**

*“Dieron herramientas para todos los líderes sociales”*

This word has been registered by the Real Academy of the Language Dictionary, and comes from the English word “leader”. The function of this word in English is as a noun. In the example above it has a similar function to English. Referring to the semantic point of view, the word refers to a person who leads, directs, guides or manages events, businesses or activity, as head or principal of a group, business or team.

Concerning the morphological form, the word “leader” has variation in Spanish, because two vowels “ea” are replaced by the vowel “i”, changing the word “leader” to a “lider”. This anglicism also has similar meaning in Spanish as “guia” or “conductor”, and the pronunciation is very similar.

In Ecuador, it is used for different situations or conversations, and is considered an important word in Spanish, which enriches our lexicon.

### ***Rol***

This term comes from the English word, “role” and has been accepted by the Real Academy of the Language Dictionary. The function of this word in English is a noun. In the next example “Ella tiene un rol en el cuerpo de bomberos,” the function of the word is the same as English. Regarding its semantic features, this term refers to function or position, in which someone or something has in a specific role to do in a certain situation, similarly the function in Spanish might be “El papel o function que alguien o algo desempeña”.

Regarding the morphological analysis, this word has a variation with the suppression of the vowel “e” at the end of the word. Furthermore, in Spanish it is used in different contexts and situations. From the sociological analysis, the term *role* is commonly used by all media and speakers. Consequently, people agree, it does

not affect Spanish; instead it increases and enriches the Spanish vocabulary.

### **Clóset**

It is an utterance, which has been registered by the Real Academy of the Language Dictionary. The word “closet” comes from the English word “closet”. From the syntax point of view, the word functions as a noun in English. In the following example, “Las viviendas se entregarán terminadas con closets,” we can see the word has equivalence in Spanish as “armario empotrado en la pared”.

Morphologically, this anglicism is affected by a stress mark on the vowel “o”. In addition, the word closet is widely used in construction and decoration fields. Form the sociological aspect the word “closet” is commonly used by Spanish speakers, and by newspapers especially in the *ads* sections.

Finally, according to Ecuadorian speakers, this word contributes to diversify our language, because it is short, making it easily accessible for use.

### **Festival**

The word *festival* has been registered by the Real Academy of the Language Dictionary. The word comes from the English word “festival”. Concerning syntax this term functions as a noun in English. From the semantic point of view, it refers to a special day or period usually celebrated in memory of any event with special activities. This meaning has transcended into Spanish as well.

According to morphologic standard features, this term does not have changes. On the other hand, sociologically, this word has always been considered a part of Spanish. This word is typically used by newspapers and all media; also Spanish speakers do not know the word “festival” as an anglicism. Based on these findings, this word enriches Spanish.

### **Full**

This word has not been registered by the Real Academy of the Language Dictionary, and comes from English word “full”. The function of this word in English is as an adjective. In Spanish, the function is similar to that of English. From the semantics point of view, this term means: “...holding or containing as much as possible or a lot.” In the following example, “El estadio está a full,” the meaning of the word is exactly the same in both languages.

Concerning the morphological analysis, this anglicism does not have changes, but phonetically it varies in Spanish.

On the other hand, referring to its sociological aspects, this word is widely used by all newspapers in ads and sport sections; not to mention young people who know English and enjoy mixing English and Spanish in their conversations. In the following example, “estoy a full de trabajo” is a clear demonstration of its use and acceptance Spanish.

### ***Dolar***

This term comes from the English word “dollar”. It has been registered by the Real Academy of the Language Dictionary. The function of this word in English is as a noun. According to its semantics, the word “dolar” refers to standard monetary unit used in the United States, and in many other countries.

From the morphological point of view, this word has variation with the suppression of one consonant “l”. Some newspapers use this word adding a stress mark over the vowel “o”. Moreover, it also is pluralized by adding “es”. We can see this in the following example: “Se vende departamentos desde 57.000 dolares”

Phonologically, the word “dollar” changes in pronunciation when it is pluralized. Referring the sociological point of view, this anglicism is extensively used in all media due to the actual currency. In fact, this borrowed word is completely accepted and used worldwide.

### ***Ranking***

This word has been accepted by the Real Academy of the Language Dictionary. The word comes from the English word, “ranking” and the function of this term in English is as a noun. In our example, “El jugador escaló varios lugares en el ranking de la ATP”, the function of this term is similar to English.

According to its semantics, it refers to a certain position, rank or level of people or things. For instance, in a competition the player’s position can be higher or lower than others. In the Spanish language,

its meaning is similar to English however; this anglicism is specifically used in certain types of sports such as tennis.

From the morphological perspective, this anglicism does not have variation, but phonologically the pronunciation has a slight Spanish accent. Finally, this word is used in newspapers, and also by speakers in all media-related information, but it is not usually used in all fields.

### ***Master***

The Word master has been registered by the Real Academy of the Language Dictionary. It comes from the English word, “master” and the Latin “magister”. The function of the word in English is as a noun. According to its semantics, it refers a person holding an academic degree higher than a bachelor’s, but lower than a doctor. However, the word in Spanish changes, because it is used as a “sport category”, which is illustrated in the following example: “Pichincha está en la categoría master”. Moreover, this anglicism may be used to refer to a higher educational degree in university contexts.

Additionally, the word “master” is typically used on construction fields to refer to a modern kind of bathroom. Therefore this anglicism usually appears in newspapers on pages of advertisements.

Morphologically, this term does not have changes, and is often used in newspapers and speakers in specific fields. In the Spanish language this word does not have a specify translation; therefore becomes a useful word which increases the Spanish lexicon.

The following analyzed words come from the tabloid, “Extra”:

### ***Panel***

The word *panel* comes from the English word, “panel”. This word has been accepted by the Real Academy of the Language Dictionary. The function of this word in English is as a noun. According to its semantics, it refers to a small group of people chosen to give advice, in order to make a decision. In the following example, “Este Viernes 10 de Octubre reunión en el panel 2,” as we can see the word has the same purpose in both languages.

Concerning the morphological analysis, this anglicism does not have variation; however, from the phonological aspect, it has variation, because the word is pronounced in two ways, with stress on the vowel “a”, and also with stress on the vowel “e”.

The term *panel* is not commonly used by all people; rather by large corporations or business people. According to this investigation the term is often used in newspapers in report sections.

### ***Opening***

This word comes from English word “opening”, and has not been registered by the Real Academy of the Language Dictionary. The function of this word in English is as an adjective. Semantically, our example shows the following: “El opening estuvo a cargo de fulana de tal”, the function of the word in Spanish is altered as part of the subject.



Concerning the semantic analysis, this anglicism works in similar form in both Spanish and English, referring to an act or event of opening or commencement. Furthermore, a formal and usually public event by which something new is put officially into operation.

From the phonetic aspect, in Spanish it is pronounced like so, “openin”. Referring the sociological analysis, this word is used by people who know English; also as a signal of high status. Finally, this word often appears in social pages of newspapers and magazines.

### **Stand**

This word has been accepted by the Real Academy of the Language Dictionary, and comes from English word “stand”. The function of this word in English is a verb, and it refers a vertical state. However, in English and Spanish, it also means a small shop, or an area where some products can be shown.

In the following example, “La gente ingresa a los diferentes stands”, this use replaces the word “anaquel”, is used less nowadays by people. From the morphological standpoint, the word does not have changes.

Concerning the sociological analysis, this anglicism is often used by speakers, and by newspapers in an *ads* section. Consequently, the use of this word within the Spanish has not affected the Spanish language and instead, this anglicism is easy to pronounce; therefore enriching Spanish.

### **Look**

This term is usually used by young people; it comes from the English word, “look” and has been registered by the Real Academy of the Language Dictionary. This word functions as a noun in the English language. Concerning the semantic point of view, in English it refers to making sure or taking care of a person or thing. Furthermore, in both Spanish and English, the word *look* refers to image or appearance of a person or thing, as we can see in our example “Ella estrena su Nuevo look”.

Morphologically, this word does not show changes, but its pronunciation does; sounding like, “luk”. This anglicism is commonly used in the fashion field, mainly by people who are immersed in these contexts. Therefore, newspapers typically use this word in social pages, and the interviewers’ opinion. It is a word that enriches our Spanish language.

### **Bingo**

“El bingo de comidas del hospital”

The word “bingo” comes from the English word, “bingo”, and has been registered by the Real Academy of the Language Dictionary. The function of this word in English is a noun. Concerning semantics, it refers to a game of chance played with cards. In the above example, we can morphologically analyze that the word “bingo” does not have variation.

From the phonological perspective, its pronunciation varies because it is pronounced differently. This word is extensively used and is accepted by all speakers, because there is no comparable translation in Spanish. Similarly, the word “bingo” is commonly used by all newspapers especially on social pages. Finally, from the sociological perspective, the term is widely accepted by users.

### ***Baby shower***

This is an expression which has been registered by the Real Academy of the Language Dictionary, and comes from English. According to the semantic analysis in the United States and other countries, it is a celebration for a pregnant woman, by presenting gifts to the parents at a formal invitation party. Also, in Spanish this expression is related to the before birth of a baby. It is a party organized by the future mother’s friends.

From the morphological point, this expression does not have changes, also this anglicism is well pronounced among Ecuadorian people. The expression “baby shower” does not have a specific translation. Concerning the sociological aspect “baby shower” is usually used by tabloid newspapers, in social pages and in invitations.

From the sociological point of view, this expression refers to a party, in Spanish, a “Fiesta a la future madre”. In other words, the Spanish language is not considered to be a pure language, because

during its history, Spanish is a consequence of borrowing words from other foreign languages.

### ***Sexy***

The term “sexy” has been registered by the Real Academy of the Language, and comes from the English word “sexy”. The function of this word in English is an adjective. From the semantic point, it means sexually, suggestive or stimulating. In Spanish, this anglicism has similar meaning in English as in the following example: “Lunes sexy, envia sexy al numero.”

This word is commonly used in tabloids newspapers and in advertisement sections of social pages. Similarly, it is widely used by stores to market in a sexual way. According to our example, the word “sexy” does not show structure in Spanish.

From the morphological aspect, this word does not have changes, and phonetically sounds similar as in the English language. Finally, from the sociological analysis, the word is commonly used by speakers and does not affect Spanish.

### ***Turismo***

The Word “turismo” comes from English Word “tourism”. This term has been accepted by Real Academy of the Language Dictionary, and functions as a noun. Concerning its semantics, it refers to a business which provides services of travelling for recreation, such as transport, places to stay or entertainment. Semantically, the word in Spanish has similar meaning to English, as “ actividad o hecho de

viajar por placer”. This is further demonstrated in our following example, “Hcemos turismo nacional, internacional con habitaciones confortables”

Referring to its morphological features, the word changes in Spanish: in the first phoneme, the vowel “o” is removed, and in the second phoneme, vowel “o” is added. Similarly, the pronunciation sounds very different when compared to English.

According the sociological aspect, this anglicism has been used many times in the Spanish language; therefore, it has always been used as part of the Spanish language. This word is commonly used by all types of media and also by speakers. Interviewed people think this anglicism enriches Spanish language.

### ***Disck Jockey***

This word comes from the English word, “disk jockey” or “disc jockey”, and is registered by the Real Academy of the Language Dictionary. The function of this word is a noun. In the Spanish language this term functions according to the context, as we can see in the following example: “Ofrecemos disck jockey, modelaje, ballet, todo esto en promocion”. Semantically, this word refers a radio announcer, or a person that plays recorded music in parties and all types of social events.

From the morphological point of view, this word does not have changes. Phonetically, it keeps similar pronunciation to English. According to the sociological point of view, this word is used by

people involved in the music industry, and ad sections of newspapers. Finally, this word does not have a translation and people usually use it according to their necessities.

### **Fan**

It is a word which has been accepted by the Real Academy of the Language Dictionary. This word comes from the English word, “fan”. The function of this word in English is a noun. From the semantic point of view, this anglicism keeps its meaning within the Spanish language. In the following example “Los fans corearon sus canciones”, the meaning does not vary, and the word functions according to the context.

Concerning the morphological aspect, the word does not change, also the phonological features. Concerning the sociological form, this anglicism is totally accepted by users. Finally, this word is widely used by speakers, and in sport pages of newspapers (instead of the word “hinchas”). In my opinion, this word enhances the Spanish language, because it is very easy to pronounce.

### **Comparative analysis**

In this section I am going to compare three variables; National newspaper, local newspaper and a tabloid. The three types of newspapers are “El Comercio,” “Ultimas Noticias” and “Extra”. I will also include sub-variables such as news, ads, social pages and sports.

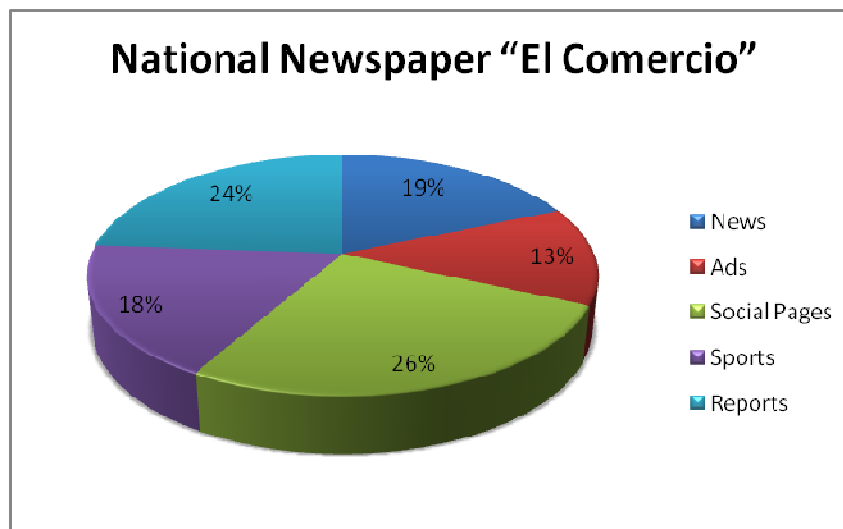
Concerning variables, the national newspaper, “El Comercio” mostly uses anglicisms, having 151 words in total, and the sub-variable “Social pages” has more anglicisms with 26 percent. Next, is Tabloid “Extra” with a score of 145 words in total, and the major sub-variable is “Sports” with 26 percent. Finally, we have the Local newspaper, “Ultimas Noticias” with a total score of 122, and the sub-variable with major score of 34 percent which correspond to the “Reports” section.

### Chart 16

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

	<b>Sections</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	<b>News</b>	28	19%
	<b>Ads</b>	20	13%
	<b>Social Pages</b>	40	26%
	<b>Sports</b>	27	18%
	<b>Reports</b>	36	24%
	<b>Total</b>	151	100%

Author: Aída Ortiz



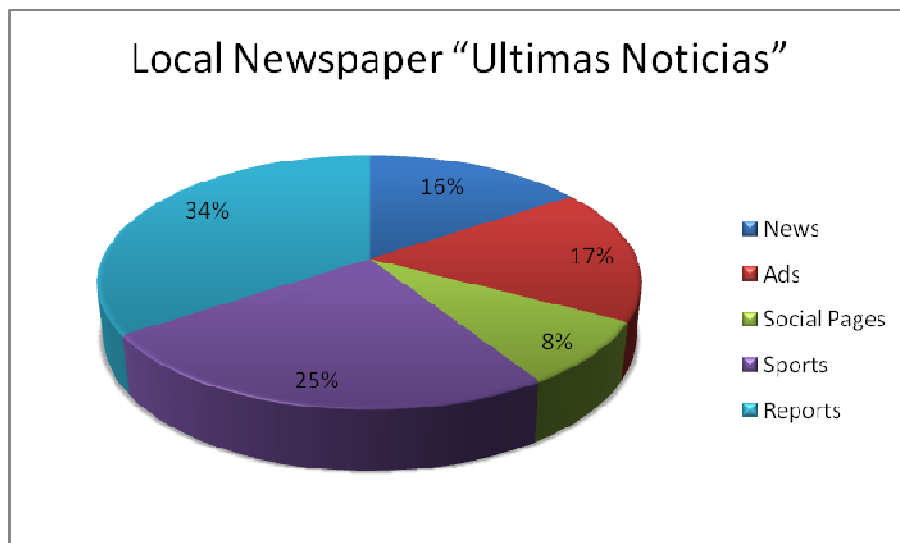


**Chart 17**

**Variable:** Local Newspaper “Ultimas Noticias”

	<b>Sections</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	<b>News</b>	19	16%
	<b>Ads</b>	21	17%
	<b>Social Pages</b>	10	8%
	<b>Sports</b>	30	25%
	<b>Reports</b>	42	34%
	<b>Total</b>	122	100%

Author: Aída Ortiz



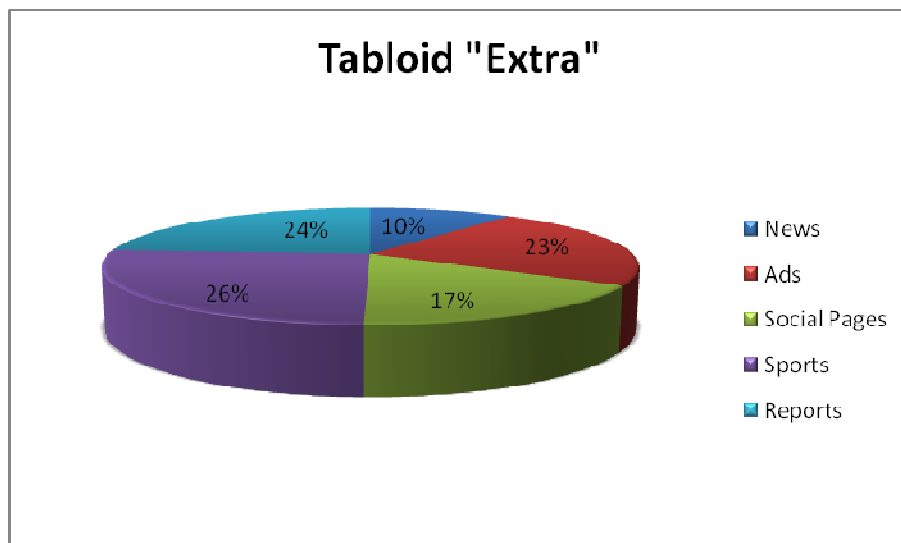
Author: Aída Ortiz

### Chart 18

**Variable:** Tabloid "Extra"

	<b>Sections</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	<b>News</b>	15	10%
	<b>Ads</b>	33	23%
	<b>Social Pages</b>	24	17%
	<b>Sports</b>	38	26%
	<b>Reports</b>	35	24%
	<b>Total</b>	145	100%

Author: Aída Ortiz

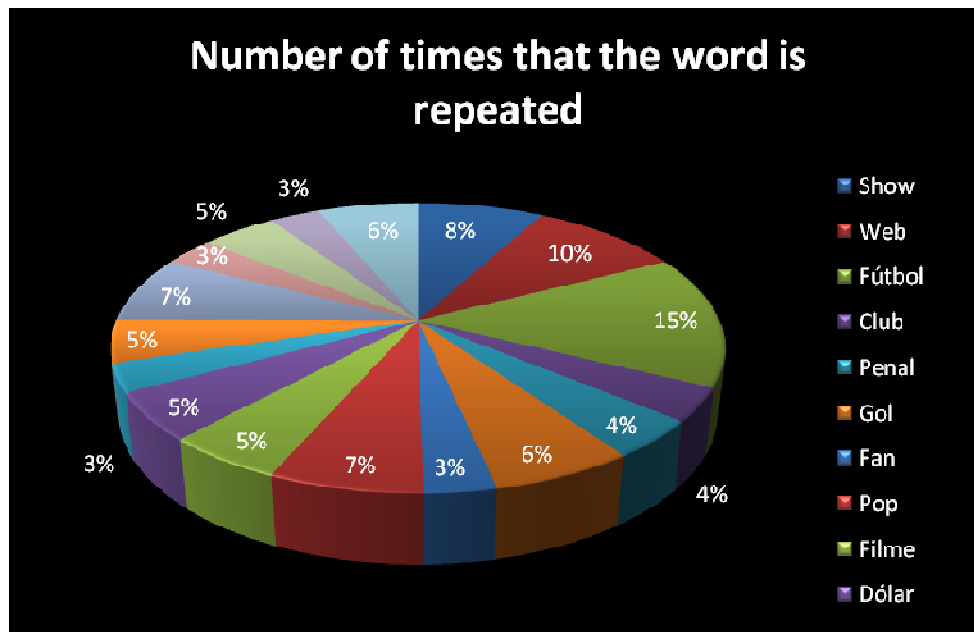


Author: Aída Ortiz

**Chart 19**

Anglicisms	Number of times that the word is repeated	%
Show	15	8%
Web	18	10%
Fútbol	28	15%
Club	7	4%
Penal	8	4%
Gol	12	6%
Fan	6	3%
Pop	13	7%
Filme	10	5%
Dólar	10	5%
Tenis	6	3%
Comité	9	5%
Rock	14	7%
Máster	6	3%
Marketing	9	5%
Senior	6	3%
Sexy	12	6%
<b>Total</b>	<b>189</b>	<b>100%</b>

Author: Aída Ortiz



Author: Aída Ortiz

### **Sociological analysis**

A specialist in applied linguistics mentions that the use of anglicisms is a worldwide phenomenon spread by technology and that their use is sometimes necessary, because of the lack of exact translations for some new expressions. She also added that changes produced are always positive because languages are constantly changing and getting enriched by expressions from other languages and cultures.

A journalist agrees that many new words do not have a literal translation, but he also states that most of these borrowed words represent interference and a deterioration of the Spanish Language. He also mentions that the use of anglicisms is most notable in some elitist social groups.

A teacher of Language and Literature at the Central University in Quito, Ecuador, who is always reading all types of newspapers, thinks that the use of written anglicisms through newspapers, which are the mean to spread new words, actually damages languages in its semantic and morphology. She says that languages must be kept in its natural form. Most anglicisms people use are connected with their relatives who have emigrated to the United States. These words are spread through all kinds of media within lower classes of people. For example, people use words like, “la people”, “hay una party en mi casa”, “pasa dos Yankees (dólares).” This teacher says that anglicisms benefit socially in fields such as technology which are

introduced by the internet, because there are some words without translation. In this case the anglicisms play an important role in helping our language and adding new words to the lexicon.

An assiduous reader of “El Comercio,” argued that anglicisms are introduced to our language through all kinds of media, especially through TV series, in which people learn different words especially bad words. Also, adults who have basic knowledge of English usually use borrowed words like: “el internet, “la web.” In fact he assumes that the Spanish language has lost identity; however, he agrees there are necessary words used by people in work or field studies.

Another interviewed person, who usually read newspapers, thinks that borrowed words have been introduced suddenly into the Spanish language through written media information and speakers, and as a result it might deform Spanish language, as well as other languages. Therefore, people use more borrowed words in a mixed language called “spanglish” for example: “qué fue brother”, “qué hay man”. Also, nowadays most immigrants to Ecuador frequently use “spanglish”. For instance, “vamos de dancing”, “salgamos al break”, “vamos a la house.” In other words the language has suffered many changes deforming Spanish language.

A interviewed person says “I do not know English”, but “...like to read all types of Ecuadorian newspapers, and I think these new borrowed words included in written news in newspapers influence

positively in our language because it enriches Spanish; however, there are some Spanish words that are lost.”

Today we are looking at how anglicisms are mixed with Spanish and introduced in our language as a new style to communicate between young people. Instances are: “la man”, “nos vamos de shopping”, “ya viene el teacher”, “estoy con la ruler”. In conclusion people also learn these words through music, watching television, in magazines and newspapers.

A math teacher, who likes to read newspapers every day on the internet, thinks borrowed words which are spread by newspapers do not have influence in our language. Anglicisms are neither good nor bad; however he disagrees with these words included in Spanish language dictionary. Furthermore, he also thinks that young people use borrowed words simply for fashion.

An 18 year-old girl, who reads newspapers every night via the internet, gave us her opinion about anglicisms. In her opinion newspapers does not have too many anglicisms as speakers use in their daily activities. For example, young people use borrowed words as their own style, or for fashion, and other people who know a lot of English usually use English phrases such as: “Wherever”, “ella está out”, “tengo una amiga nice”, “la miss de mate.” Those words are used in groups of high status.

Talking about technology, there are some words without translation for example: software and hardware. Depending on the

group of people, anglicisms differ. For example, people who have studied English always keep the syntax, semantic and morphology; on the other hand people who do not know English deform and change words, therefore she thinks the use of anglicisms in a correct form enriches our language.

## **Conclusions**

Determining the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers varies, because nowadays more words are borrowed and used in Spanish language. In addition, these changes may influence in social and cultural behaviour of people. The main factors which have more influence in Ecuadorian newspapers are immigration, fashion, all of media, music and social groups; mainly people who know English as a second language.

To identify syntactic and lexical influence, anglicisms appear to be more commonly used in newspaper material in Ecuador. In fact, some anglicisms keep its syntactic and lexical features as demonstrated with the words, *show, pop, rock, festival*; which are commonly used by newspapers and speakers. Also, through this investigation we have found a great quantity of borrowed words which are very common in youth language produced by foreign media influence in it spoken and expressions.

A deep analysis may be done of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects. Because some of these anglicisms have had changes in different features of the words, and in some cases words do not have translation to the Spanish. In other cases those are used because it is more comprehensible and easy to remember, for instance in business to sell products or create publicity.



To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. Because all newspapers use anglicisms, however there are newspapers which in certain sections mostly use this word, as for example “El Comercio” is the first by using anglicisms; second is placed Tabloid “Extra”, and finally is located Local newspaper “Ultimas Noticias.

To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers, we must take into account interviews and other conversations with people who are related to the field of linguistics about anglicisms used in newspapers. We find that the level of acceptance is about a 60 or 70 percent; however the rest of the people do not accept all borrowed words. Ironically, we find that those who reject use anglicisms in an unconscious way.

Based on my completed analysis, I can conclude the following:

- National newspapers, “El Comercio”, “Ultimas Noticias” and “El extra” displayed a great number of anglicisms during the seven days of request. The level of influence of linguistic expressions from the English language is higher. Social and cultural aspects of the population where analyzed, has been directly affected or benefited by the use of anglicisms.
- There are some anglicisms, which keep its syntactic and lexical features. For example, the words: “show”, “pop”, “rock”, “festival”, which are commonly used by newspapers in their issues, then spreads such words to readers. A great number of

borrowed words usually used in youth language were observed which are produced due to English influence.

- All types of newspapers usually use anglicisms in any field, but statistics show the quantity of anglicisms used by each one. The national newspaper “El Comercio” has the highest percentage of anglicisms with 36% in news. “El Comercio” is issued from Quito, and distributed nation wide. It is one of the most serious newspapers in Ecuador, and has the highest popularity in the country. Next, is the tabloid “El Extra” with 35% and finally the local newspaper “Ultimas Noticias” with 29%
- Anglicisms were found in all pages of newspapers, as news, reports, sports, social pages and advertisements. Advertisement sections were published using anglicisms frequently, because they are short and fashionable words that people enjoy and understand. People use them when renting apartments, houses and real estate in order to get good profits, and sound more fashionable.
- According to this research, the tabloid newspaper “El Extra” is placed second for the use of anglicisms. The sports sections widely use these words followed by report pages. Advertisement sections play an important role in this newspaper, and the number of anglicisms is greater than “El Comercio”. The advertisement section of this newspaper is market-oriented and

the use of anglicisms seems to attract more attention of customers.

In fact, this paper has an original way to give information, using full color material and sexy advertisements with words such as “sexy”, “show”, “dancing”; also the first pages always contain violence. This newspaper is issued in Guayaquil; however it has readers from Quito and Guayaquil, also, thus possessing great popularity.

- The local newspaper “Ultimas Noticias” is placed in the final position of the use of anglicisms since it is mostly used in *report* pages section. In this section newspapers have a variety of topics and articles in which journalists use different borrowed words as part of their daily vocabulary. Similarly, the Tabloid is a local newspaper issued in Quito, but on the contrary, the audience is only inside the province of Pichincha, and consequently has less popularity. Because of this, anglicisms are used on minor quantity.
- The level of acceptance of anglicisms used by Ecuadorian newspapers is highly recognized and accepted by people who have an advanced level of knowledge of English; however people who do not know English argued that borrowed words or anglicisms change our native culture and deform the Spanish language.

- In this research, we have found different opinions from people about the introduction of anglicisms to the Spanish language. Most people agree with the use of this borrowed words used in a correct form. Also, there are words without translation, which enriches our language increasing words and new concepts to the Spanish dictionary.
- This investigation allows us to know how newspapers spread anglicisms through their issues, and how people understand them and use them. Similarly, we have seen anglicisms are spread by people; on streets or schools by young people, or in every day situation. The correct or incorrect use of these borrowed words depends on the context in which anglicisms are used.
- In other words, many native languages have changed words or phrases from different foreign languages, where the nature of cultures are rapidly changing and where there is an easy and quick propagation of information. Therefore, anglicisms have been increasing in Spanish through great media influence, specifically in newspapers, which is a key factor in spreading information and anglicisms.

## Bibliography

- Alvear, Janeth,(2009) Educational research II, UTPL, Loja, Ecuador
- Bauer, Laurie. (2003) Introducing linguistic morphology Washington, D.C.: Georgetown University Press,
- Burneo, Rosario (2006). Syntax, UTPL , Loja, Ecuador
- Christopher Manning. (1997) Why study linguistics?, Retrieved from: <http://www.arts.usyd.edu.au>
- Cruise, Alan.(2000) Meaning and language: An introduction to semantics and pragmatics, Palgrave MacMillan.
- De Miguel, Amando. (2004) Sobre Anglicismos , Retrieved from: <http://www.libertaddigital.com/opinion/amando-de-miguel/sobre-anglicismos-19862>
- ERIC Digest (1996), Linguistics, Retrieved from: <http://www.ericdigests.org>
- Effland, Richard. (2004) Historical linguistics , Retrieved from: <http://www.mesacc.edu> , Messa Community College,
- Espinoza Camilo y Benítez Correa Carmen. (2006) English phonology. UTPL, Loja. Agosto
- Espinoza, Mireya (2004), Investigación científica, JRL Editorial, Quito, Ecuador.
- Gutierrez, Abraham (2002) Técnicas de investigación científica y metodología de estudios, Editorial Don Bosco. Quito, Ecuador
- Holmes, Janeth, (2008) An introduction to sociolinguistics , Pearson Longman, Essex England

Irisgrid (2004). .Reunión Tecnologías Colaborativas y Tecnologías Grid.  
Retrieved from: <http://grid.ifca.unican.es/irisgrid/RTCyTG1.html>.

Jormeus, Victor,(2008) Anglicismos en artículos de dos diarios de la lengua española, Goteborgs Universitet, Gothenburg, Sweeden

Labov, William (2001) Principles of linguistic change, Blackwell publishers, Malden, Massachusetts, USA

López, Paloma.(2005) Economic anglicisms: adaptation to the spanish linguistic system, Universidad de Cádiz, Cadiz España

Maldonado, Judith (2006), Educational research I, UTPL, Loja Ecuador

Mahoney, Nicole, (2008) Language change, Retrieved from:  
<http://www.nsf.gov>, National Science Foundation

Mey, Jacob L. (2001) Pragmatics: An introduction. Oxford: Blackwell publishing (2nd ed.), Malden, Massachusetts, USA

Murphy, Raymond. (2004)English gramar in use, Cambridge Press, Third Edition, Cambridge, UK

O'Neil, Dennis. (2006) What is language? ,Retrieved from:  
<http://anthro.palomar.edu>,

Oshima, Alice. (1999)Writing Academic English, Pearson-Longman, Third Edition. White Plains, New York, USA

Roger Lass, (1997) Historical linguistics and language change. Cambridge University Press,

Superintendencia Nacional de Acción Tributaria de Perú . (2004) Medios de pago para evitar la evasión. La bancarización de la economía. Retrieved from:

<http://www.sunat.gob.pe/orientacion/bancarizacion/faq/bancarizacion.htm> 2004.

The Encyclopaedia Britannica, (2001) Word Composition

Trinidad Guzmán González, (2003) The impact of lexical anglicisms in Spanish film magazines: a case study across time, Retrieved from: [http://www.let.leidenuniv.nl/hsl\\_shl/anglicisms.htm](http://www.let.leidenuniv.nl/hsl_shl/anglicisms.htm), University of León (Spain)

Vida Americana (2004). Cómo encontrar un trabajo en América. Retrieved from: <http://www.Vidaamericana.com/findajob.shtml>

Werner, Patricia. (2002) Mosaic 1 Grammar, McGraw-Hill, Fourth Edition

Wikipedia (2010) Syntax, Retrieved from: <http://en.wikipedia.org/wiki/Syntax>

Wiktionary (2010) Anglicism, Retrieved from: <http://en.wiktionary.org/wiki/anglicism>

## **ANNEXES**



**Chart 1**

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

**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 2**

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

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 3**

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

**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 4**

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

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 5**

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

**Sub-Variable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 6**

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 7**

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 8**

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 9**

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 10**

**Variable:** Local newspaper “Ultimas Noticias”

**Sub-Variable:** Social Pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 11**

**Variable:** Tabloid “Extra”

**Sub-Variable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 12**

**Variable:** Tabloid “Extra”

**Sub-Variable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 13**

**Variable:** Tabloid “Extra”

**Sub-Variable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 14**

**Variable:** Tabloid “Extra”

**Sub-Variable:** Adds

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>

**Chart 15**

**Variable:** Tabloid “Extra”

**Sub-Variable:** Social Pages

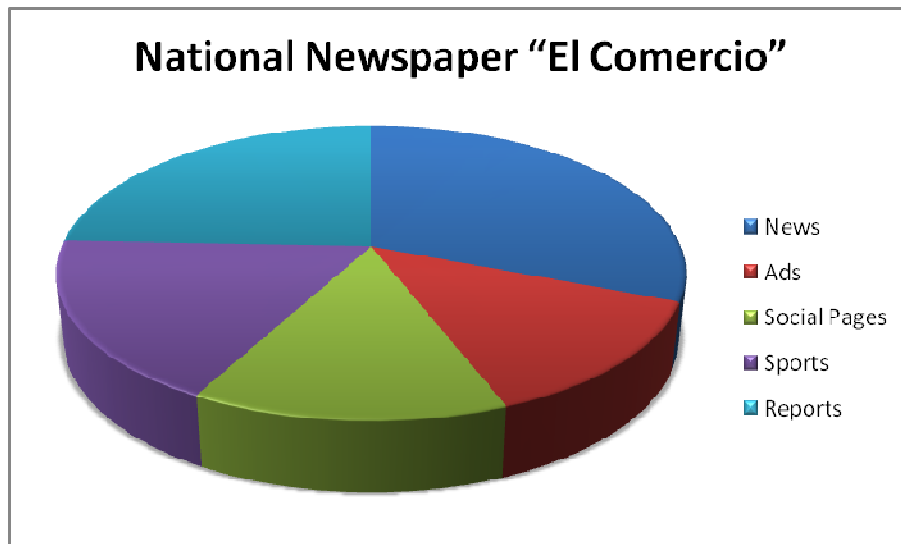
<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the word is repeated</b>	<b>Title of the Article</b>	<b>Date</b>



**Chart 16**

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

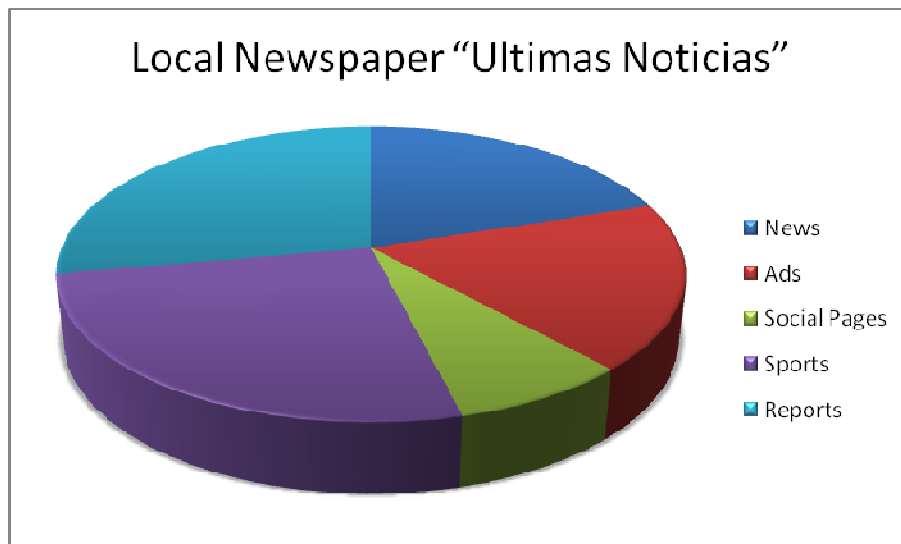
Anglicisms		f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		



**Chart 17**

**Variable:** Local Newspaper “Ultimas Noticias”

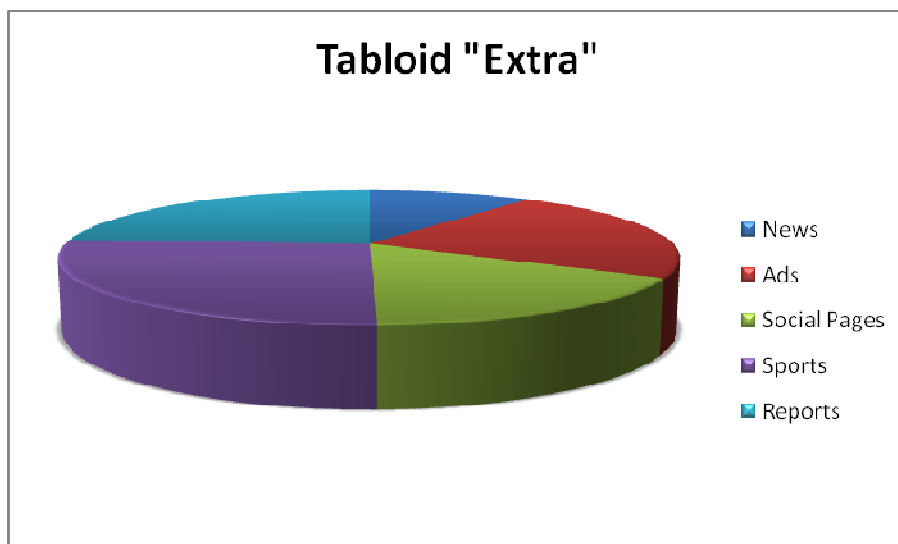
	<b>Sections</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	<b>News</b>		
	<b>Ads</b>		
	<b>Social Pages</b>		
	<b>Sports</b>		
	<b>Reports</b>		
	<b>Total</b>		



### Chart 18

**Variable:** Tabloid "Extra"

Anglicisms	Sections	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		



Anglicisms	Number of times that the word is repeated	%
Show		
Web		
Fútbol		
Club		
Penal		
Gol		
Fan		
Pop		
Filme		
Dólar		
Tenis		
Comité		
Rock		
Máster		
Marketing		
Senior		
Sexy		
Total		

