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MODALIDAD ABIERTA Y A DISTANCIA

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

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

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Lic. Elsa Liria Morocho Cuenca

### **CERTIFIES THAT:**

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

Loja, September, 16<sup>th</sup> 2010

.....  
Thesis Advisor

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## **DEDICATION**

Learning a second language was not easy; nor difficult, but it took me a long time; full of sacrifice, dedication, and carefulness.

During this time, I faced nice experiences and moments of success, anguish, and desperation. The desire to achieve my goal was so great that I overcame all obstacles. Now, I want to dedicate this achievement to all people who helped me to finish my university major:

To my mother, who has been the elemental part of my life, she has given me the necessary support to achieve all my goals and dreams and she has been with me in good and bad times since my childhood.

To my father, who is gone, but he will always have a place in my mind and my heart, where he will remain alive forever.

Finally, this goal which seemed a crazy thing, at last, it has become a beautiful reality, which gives me pride and happiness together with my dear wife and my two kids.

Nelson Gustavo

This thesis is dedicated to:

My wonderful parents; for their love and their support, my dear wife Irma who is with me every step of the way through good and bad times, my two daughters Arellys and Aracely who are my reason to live.

Additionally to my siblings and friends who had words of support for me during my studies.

Yandre Wilson

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First of all, I want to thank God, for giving me a life full of wisdom, patience, and perseverance, which day by day have helped me to achieve all my goals and dreams.

Additionally, it is important to acknowledge all teachers who work in the Department of Languages of ESPE and in the Universidad Técnica Particular de Loja, who with their dedication, patience, and vocation helped me to start and finish my university major.

Also, I would like to thank my Thesis Advisor Lic. Elsa Liria Morocho Cuenca, who with her advice, suggestions, and corrections, helped me to carry out this project.

Nelson Gustavo

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Yandre Wilson



## **ABSTRACT**

The research is a Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers. It was carried out in the cities of Quito and Quevedo. This investigation is focused on anglicisms; therefore, we appealed to the knowledge of three English teachers who work in the Department of Languages of ESPE, in the city of Quito. We have selected three Ecuadorian newspapers: the national newspaper “El Comercio”, the local newspaper of Los Rios province “La Hora”, and the tabloid “El Extra” of Guayaquil city.

The methods applied to carry out this research were descriptive and analytical. The field of investigation was formed by the aforementioned Ecuadorian newspapers, the technique applied was, to collect the written material (El Comercio, La Hora, and El Extra) during a week (October, 5<sup>th</sup> to 11<sup>th</sup> 2010), from which we chose five sections of each newspaper (News, Ads, Social pages, Sports and Reports). We also carried out interviews consisting of open questions about anglicisms. The results allowed us to determine the level of usage of anglicisms, in the national newspaper “El Comercio” which was 41.25%, in the local newspaper “La Hora” 25%, and in the tabloid “El Extra” 33.75%. In conclusion, we could say that, the globalization forces us to adapt and use anglicisms in our language on a significant level.

## **INTRODUCTION**

Anglicisms are English words adopted by another language. Therefore, it is important to stress the influence, advantages and disadvantages of the usage of anglicisms in our language, which have been key actors in the impoverishment of our cultural identity. However, anglicisms have become part of Spanish speech, due to the common usage in the communication process, and some of them have already been accepted by Dictionary of the (Real Academia de la Lengua Española)

Focusing on the influence of English into Spanish, we could say that, it is a linguistic subject which has been studied for a long time and the continuous presence of English on underdeveloped countries together with the standardization of lifestyles promoted by The United States, have made of English, the language most used around the world.

On one hand, the advantages of using anglicisms are justified by educational and technological evolution, since, most of the words and terms are taken from English, therefore we have to use anglicisms and study English mandatorily. But, on the other hand, we sometimes use anglicisms just for vanity or simply trying to imitate to American lifestyles, these are disadvantages which not only impoverish language but also our cultural identity.

In addition, we would like to mention a short comment from Lic. José Manuel Mora, an editor of “La Hora”, about the use of anglicisms and the influence of English in our language, he says; “The influence of English in our country is due to the age and the social environment where people live”, we agree with this comment, since our grandparents live outside the town and they have never used a computer or the internet, and they do not need to use technological terms or words. On the other hand, young people are always updating technology that means they need to use anglicisms or English all the time for a better understanding of the language evolution.

It is important to mention that, not all people know about anglicisms except people who are immersed in English. We are sure about this, because in our interviews, we noticed that people confuse anglicisms with (modismos), but after explaining what anglicisms means, people react and say they are not conscious about the use of anglicisms, since some expressions have become part of their communication and most of the time, they do not realize about this usage.

Another point is that, Ecuador has become a receptor country of immigrants, such as: American, Chinese, Colombian, Peruvian, etc., who came to our country with other lifestyles, cultures and languages, so it is impossible to avoid using anglicisms or English in our lives. But, English teachers and some elderly people state that,

“To control the use of anglicisms in our country, first of all, people have to know about anglicisms, then they have to make an effort to use our language correctly, if it is possible to use a good Spanish dictionary”. We emphasize on the importance of making a deep investigation about this subject, since nowadays, the use of English in our country has become a double – edged weapon for our language and culture.

Searching about anglicisms we have felt pleased, because this subject has helped us not only know about anglicisms, but also to learn more about how our language is changing and dying. With this subject, we have encouraged people to enrich our cultural identity using our language correctly.

Our principal motivation for carrying out this research has been to get our Bachelor’s Degree in Teaching English as a Foreign Language. We would like to state that, one of the biggest limitations for doing this work was the lack of time because of our daily duties in the Army.

Finally, we will make reference to the obtained achievements of the before mentioned objectives.

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

According to three variables taken as the samples of this research, the results about the level of influence of English on the linguistic expressions used in Ecuadorian newspapers have been the

following: “El Comercio” with 41.25%, “La Hora” 25%, and “El Extra” 33.75%.

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

There are many anglicisms which are used in Ecuadorian newspapers, but the most noticeable ones have been: *full* which is repeated 102 times, *penthouse* which is repeated 16 times, *call center* which is repeated 11 times, and *TV cable* which is repeated 10 times.

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

As we said above, there is a wide diversity of anglicisms; etymologically, not all anglicisms come from English but also from other languages, for example: *restaurant* comes from French, *phone* comes from Greek, *curriculum* comes from Latin, *yogurt* comes from Turkish, etc. In addition, there are anglicisms which do not have an origin; for example abbreviations. In our language, anglicisms are more vulnerable to the morphological changes than to semantic changes, for instance the term *lunchar* comes from the verbal conjugation of the anglicism *lunch*. Likewise, anglicisms suffer semantic changes, but these change according to the social class people belong to.

*To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.*

According to the results of three samples of the investigation (Comercio, La Hora, El Extra), we have found out that, all sections use anglicisms either in a high or low percentage, but, they are most common in the *ad* and *report* sections.

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

The level of influence of English depends on the age and the social environment where people live. Through this research we have found out that, the most evident usage of anglicisms is in young people, who almost unconsciously day by day adopt many English words into our language. On the other hand, older people do not accept at all the use of English words in our language, because our language is dying as well as our cultural identity.

## **METHODOLOGY**

The development of the research was carried out during the academic period October/2009 - September/2010. Once we knew the topic of our investigation, we visited several libraries in order to get bibliographical data for the theoretical background as the first part of the research work.

After that, we selected available newspapers in the cities of Quito and Quevedo, which were the variables of the investigation; the most appropriate ones were the following: “El Comercio”, a national newspaper, which was founded on January 1<sup>st</sup>, 1906 by brothers Cesar and Carlos Mantilla Jacome. Since its foundation this newspaper has been sold uninterruptedly and considered one of the most read and complete Ecuadorian newspapers. “La Hora”, a local newspaper from Los Rios province, which was founded on August 23<sup>rd</sup>, 1982 by Galo Martinez Merchán. As from its first publishing, this newspaper came to be a successful one because it pays close attention to local and provincial news without neglecting the national and international news. “El Extra” a tabloid from the city of Guayaquil was founded on October 23<sup>rd</sup>, 1974 and is one of the most popular and best – selling Ecuadorian newspapers in the country due to its sensationalism, uncensored images, and low cost.

This work concerns a descriptive and analytic field research, then, the bibliographic method which we applied to gather scientific information through the internet and libraries. It was not easy to get scientific material, since, information about anglicisms are more in Spanish than in English. However, we have tried to do our best.

Furthermore, we selected and collected three newspapers during seven days, which were the samples of the investigation; we used the online dictionary of the (Real Academia de la Lengua Española), and also, the online dictionary Merriam-Webster. For gathering bibliographic material we used note-taking which was useful. Plus, we interviewed three English teachers and we talked to Lic. José Manuel Mora, an editor of the newspaper “La Hora”, and also, the owner of a barbershop, place where we could pick up a lot of adult and youth versions about anglicisms.

After that, we looked for anglicisms in all samples of the research, all anglicisms were collected through: direct observation, bibliographical cards, statistical charts and the Internet to be processed and analyzed later.

Once obtained all necessary information was processed and organized into: samples of variables (El Comercio, La Hora, and El Extra) and subvariables (news, social pages, ads, reports, and sports) of each newspaper. The analysis and interpretation of results was done taking into account the linguistic, comparative, and sociological analysis.



In order to make the linguistic analysis (*qualitative*) we selected 10 anglicisms for each variable, each anglicism was investigated its etymological origin and evolution, besides, its grammatical function and meaning, either in English or Spanish, and also its changes or inflections which the anglicism has suffered at the time of being adopted and used in our language.

On the other hand, the comparative analysis (*quantitative*) was made separately (variables and subvariables) by focusing on percentages and frequencies of the found anglicisms, and then emitting our own views on the possible causes of the results. Finally in the sociolinguistic analysis we considered the criteria emitted by interviewed people and our opinions in relation to the results, which at the end allowed us to know what is happening now to our language and our cultural identity as we use English words.

## RESULTS

The investigation was carried out in the cities of Quito and Quevedo. Quito is the capital city of Ecuador and the Pichincha province and it is located to the North of the country. Quevedo is one of the cantons of Los Rios province and it is located in the Coast Region of the country.

The Ecuadorian newspapers used for this investigation were the following:

First, “El Comercio”, a national newspaper, which was founded on January 1<sup>st</sup>, 1906 by brothers Cesar and Carlos Mantilla Jacome, from its foundation this newspaper has been sold uninterruptedly and considered one of the most read Ecuadorian newspapers.

Next, “La Hora” a local newspaper from Los Rios province, which was founded on August 23<sup>rd</sup>, 1982 by Galo Martinez Merchán, from its first publishing, this newspaper came to be a successful one because it pays close attention to local and provincial news without neglecting the national and international news.

Finally, “El Extra” a sensationalist newspaper from the city of Guayaquil, which was founded on October 23<sup>rd</sup>, 1974. This is one of the best selling Ecuadorian newspapers in the country due to its sensationalism, uncensored images, and low cost.

The three aforementioned newspapers are the samples of the research and fulfill the role of *variables*, from each variable we are

going to chose five sections such as: news, ads, social pages, sports, and reports which fulfill the role of *subvariables*.

After have analyzed the Ecuadorian newspapers, we are going to carry out Qualitative tabulation of Anglicism found in those newspapers.

### Chart One

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

**Subvariable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
premier	El <b>premier</b> es considerado el primer implicado...	<b>1</b>	<b>Berlusconi encaja un revés judicial</b>	<b>06-10-09</b>
blog	El <b>blog</b> del narco Oscar Caranqui	<b>5</b>	Óscar Caranqui es el bloguero del pabellón de máxima seguridad	<b>11-10-09</b>
chips	14 <b>chips</b> y dispositivos de internet	<b>1</b>	Óscar Caranqui es el bloguero del pabellón de máxima seguridad	<b>11-10-09</b>

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## Chart Two

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

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
yes	Dígale... <b>“yes”</b> al Inglés con Howard	<b>2</b>	<b>Digale ... “yes” al inglés con howard</b>	<b>05-10-09</b>
e-mail	Comunicarse con más seguridad por teléfono, <b>e-mail</b> y carta	<b>1</b>	<b>Digale ... “yes” al inglés con howard</b>	<b>05-10-09</b>
Pent-house	Vendo o arriendo <b>penthouse...</b>	<b>15</b>	<b>Apartamentos</b>	<b>05-10-09</b>
full	Elaboración de artes en blanco/negro y <b>full</b> color	<b>83</b>	<b>El comercio Agencia el recreo</b>	<b>05-10-09</b>
Coffee break	10:30 – 11:00 <b>coffee break</b>	<b>2</b>	<b>Primera conferencia internacional</b>	<b>08-10-09</b>
networking	10:30 – 11:00 <b>networking</b> con los compañeros	<b>2</b>	<b>Primera conferencia internacional</b>	<b>08-10-09</b>
lunch	12:30 – 14:00 <b>lunch</b>	<b>1</b>	<b>Primera conferencia internacional</b>	<b>08-10-09</b>
link	Es el <b>link</b> de la web	<b>2</b>	<b>Punto de enlace</b>	<b>09-10-09</b>
jeans	Fabrica de <b>jeans</b> necesita operarios	<b>1</b>	<b>Fabrica de jeans necesita operarios</b>	<b>10-10-09</b>
<b>Continue →</b>				

shopping	Casas a 5 minutos del Condado <b>Shopping</b>	1	<b>Casas a 5 minutos del Condado Shopping</b>	10-10-09
clown	El mundo del <b>clown</b> y el bufón	2	<b>Clases de clown</b>	11-10-09
notebook	Mi <b>notebook</b> es la prueba	1	<b>Hp para ser artista</b>	11-10-09

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### Chart Three

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

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
Call center	Con la implementación del “ <b>call center</b> ”, se facilitará...	9	<b>Opinión Indignación</b>	05-10-09
Joint-venture	...en la planta iraní parece ser un <b>Joint-venture</b> para...	2	<b>Venezuela nuclear</b>	06-10-09
Stand-by	Una carta de crédito irrevocable <b>STAND-BY</b> en las 72 horas...	1	<b>Juzgado de coactivas de petroecuador</b>	06-10-09

sunk	Grafiteros y representa a maestros del <b>sunk</b>	1	<b>Grafiteros van hoy a la Mariscal</b>	<b>09-10-09</b>
off-road	Interesada en los vehículos <b>off-road</b>	1	<b>General motor decidió la venta</b>	<b>10-10-09</b>
Off-shore	El grupo tiene tres <b>off-shore</b>	1	<b>4 firmas ofrecen valorar al Pacifico</b>	<b>10-10-09</b>
link	En cada <b>link</b> se puede encontrar información	1	<b>Una guía para pasar el feriado en del distrito</b>	<b>10-10-09</b>
backing	Se hace un <b>backing</b> , que es a base de resina acrílica	1	<b>Un experto en elaborar tapetes que da gusto pisar</b>	<b>10-10-09</b>
sun finder	Herramienta constructiva conocida como el <b>sunfinder</b>	1	<b>Un despunte esperanzador</b>	<b>10-10-09</b>
blog	Como los <b>blog</b> y las redes sociales	1	<b>La prensa independiente debe resistir</b>	<b>11-10-09</b>

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## Chart Four

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

**Subvariable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
iceberg	Los criollos, en cambio, trasmitian la misma energía de un <b>iceberg</b> .	1	De frente mar a la derrota	05-10-09
set	..., el primer <b>set</b> se definió por...	3	Carlos Salamanca se impuso en la final del Challenger quiteño	05-10-09
Tie break	..., el primer set se definió por muerte súbita <b>tie break</b> .	1	Carlos Salamanca se impuso en la final del Challenger quiteño	05-10-09
ranking	El campeón se aseguro 75 puntos para el “ <b>ranking</b> ”	1	Carlos Salamanca se impuso en la final del Challenger quiteño	05-10-09
Play off	...de su equipo, Los Angeles Galaxy, a los “ <b>play offs</b> ”...	3	David Beckham luchara por el título de la MLS	06-10-09
				<b>Continue →</b>

e-mail	El contenido de esos <b>“e-mails”</b> ...	<b>1</b>	<b>Maruri tiene a los socios en contra</b>	<b>06-10-09</b>
play station	Jugar pimpón, <b>play station</b>	<b>2</b>	<b>La Tri muestra serenidad antes del cotejo</b>	<b>10-10-09</b>
paintball	Para practicar <b>paintball</b> puede llamar al .....	<b>4</b>	<b>Quito tiene rincones para la aventura</b>	<b>10-10-09</b>

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#### **Chart Five**

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

**Subvariable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
Opening	Una tras otra se presentaron en un <b>opening</b> , traje de baño...	<b>1</b>	<b>La corona fue para Babahoyo</b>	<b>05-10-09</b>

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## Chart Six

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

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
full	<b>FULL</b> -Automático Doble Capota...	1	<b>Jeep Sahara 4x4-2009</b>	05-10-09
stock	Tenemos un amplio <b>stock</b> de juguetes...	1	<b>Ven a Fénix</b>	05-10-09
sex	..., chicle <b>Sex</b> , lubricantes,...	2	<b>La verdadera tienda erótica</b>	05-10-09
trainer	<b>TRAINER:</b> Ruben Rico (Argentino)	1	<b>Seminario internacional</b>	06-10-09
cluster	Bandejas para pesar <b>cluster</b> .	2	<b>Designar</b>	07-10-09
banners	Señaleticas <b>banners</b>	1	<b>Henry Moran Publicidad</b>	07-10-09
tips	<b>Tips</b> de salud	3	<b>La hora a tu servicio</b>	08-10-09
shop	En Figharo Sex <b>Shop</b>	1	<b>La verdadera tienda erotica</b>	09-10-09
links	Pues si ahora es ‘Dora <b>links</b> ’	2	<b>A jugar con “Dora Links”</b>	10-10-09

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## Chart Seven

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

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
mail	Cuenta con su dirección <b>mail</b> a la...	1	<b>Quevedo en la era mediática</b>	07-10-09
Shopping center	...arrendatarios del <b>Shopping center</b> cumplieran...	4	<b>Por el bienestar de los ciudadanos</b>	07-10-09
click	...y dar <b>click</b> en el enlace...	1	<b>Pasos para la afiliación voluntaria al IESS</b>	08-10-09
secret	Alvarado “ <b>Secret</b> ”	1	<b>Se dice</b>	08-10-09
cover	Inicio cantando <b>cover</b> de la música conocida como chichera	1	<b>Temas a lo cortavenas</b>	09-10-09
ticket	Concluí mi labor de ponerle un <b>ticket</b> a un conductor	1	<b>Policía ecuatoriano ayuda a nacer a niña en carretera</b>	10-10-09
Sweat test	Presentó en rueda de prensa su campaña <b>sweat test</b>	1	<b>Gatorade inició campaña de concienciación</b>	10-10-09

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### Chart Eight

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

**Subvariable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
heavy	...ni se le ocurra sorprenderlo/a con algo <b>“heavy”</b>	<b>1</b>	<b>Déjese llevar por ritmo de la seducción</b>	<b>06-10-09</b>
Sleeping bags	Ganadores de <b>sleeping bags</b>	<b>1</b>	<b>Feliz cumpleaños</b>	<b>10-10-09</b>

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### Chart Nine

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

**Subvariable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
blues	En los descuentos (90+1), sirvieron a los <b>blues</b> ...	<b>1</b>	<b>Chelsea recupera la punta</b>	<b>05-10-09</b>

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## Chart Ten

**Variable:** Tabloid “El Extra”

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
full	HYUNDAI Matrix 2004 <b>full</b> maquina...	<b>19</b>	<b>Vehiculos 21</b> ovenden	<b>05-10-09</b>
Call center	PERSONAL <b>call center</b> egresados...	<b>2</b>	<b>320</b> solicitan	<b>05-10-09</b>
Tv cable	...telefono, <b>tv cable</b> ,...	<b>10</b>	<b>Hoteles</b>	<b>05-10-09</b>
Happy hour's	<b>Happy Hour's</b> dormida S. 7.50	<b>1</b>	<b>Haway hotel</b>	<b>05-10-09</b>
sex Shop	Tiendas <b>Sex Shop</b>	<b>6</b>	<b>Zona Picante</b>	<b>05-10-09</b>
chat	SEXY <b>CHAT</b> contactenos...	<b>4</b>	<b>Zona Picante</b>	<b>05-10-09</b>
hot	Ornella <b>HOT</b> 100 % real	<b>6</b>	<b>Zona Picante</b>	<b>05-10-09</b>
penthouse	ALBORADA novena <b>Penthouse</b> habitaciones	<b>1</b>	<b>130</b> alquilan	<b>06-10-09</b>
stress	...pensé que era el <b>stress</b> y que ...	<b>1</b>	<b>La eyaculación precoz</b> tiene solución	<b>07-10-09</b>
				<b>Continue →</b>

mail	Llamando al tlf: 042531488 o escribiendo al <b>mail...</b>	<b>1</b>	<b>Juegos deportivos de Guayaquil</b>	<b>07-10-09</b>
Night club	VENDO de oportunidad <b>Night Club...</b>	<b>3</b>	<b>Bienes raices</b>	<b>08-10-09</b>
First class	<b>First class</b> internacional	<b>1</b>	<b>Empresa escort internaciona 1</b>	<b>09-10-09</b>
stripper	<b>Stripper</b> extranjeros 24 horas	<b>1</b>	<b>Jefferson realiza fantasias...</b>	<b>09-10-09</b>
Sex Fantasy	<b>Sex Fantasy</b>	<b>2</b>	<b>En vivo y reales!!!</b>	<b>09-10-09</b>
garden	China <b>garden</b> el mismo rendimiento par menos dinero	<b>1</b>	<b>China Garden</b>	<b>10-10-09</b>
swinger	Realiza fantasías individual, parejas <b>swinger</b>	<b>1</b>	<b>Jefferson realiza fantasías.....</b> .	<b>10-10-09</b>
small	vestido de novia y quinceañera talla <b>small</b>	<b>2</b>	<b>Vendo vestido de novia</b>	<b>11-10-09</b>

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## Chart Eleven

**Variable:** Tabloid “El Extra”

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
ticket	...compro el <b>ticket</b> de regreso...	<b>2</b>	<b>28 kilos de cocaína en “tour narco” mexicano.</b>	<b>05-10-09</b>
shock	La falta de líquidos pueden llevar al <b>shock</b>	<b>1</b>	<b>Síntomas de la deshidratación</b>	<b>11-10-09</b>
online	Los medios de comunicación <b>online</b> y las redes sociales	<b>2</b>	<b>La locura de estas en la red social</b>	<b>11-10-09</b>
Play Land Park	Afuera estaba el <b>Play Land Park</b>	<b>1</b>	<b>Gilberto Sata Rosa todo un éxito</b>	<b>11-10-09</b>
Life model	Academia <b>life model</b>	<b>1</b>	<b>Rocío Serrano</b>	<b>11-10-09</b>

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## Chart Twelve

**Variable:** Tabloid “El Extra”

**Subvariable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>
Ladys night	“ <b>Ladys night</b> ” es la ocasión perfecta para “aullar”.	1	¡Un show lleno de fantasías y deseos!	05-10-09
hobby	<b>Hobby:</b> Escuchar música y leer	1	Yadira Moya	06-10-09
rating	“...amiga y rival en el <b>rating</b> ”	5	Carolina Jaume en plena acción	08-10-09
videos clips	Jarol es el responsable de los <b>videos clips</b>	1	No-Ticias, antídoto contra el estrés	09-10-09
Happy Birthday	Le cantaron el <b>Happy Birthday</b>	1	Buenos momentos	11-10-09

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### Chart Thirteen

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

	<b>Section</b>	<b>f</b>	%
<b>Anglicisms</b>	News	3	9.09
	Ads	12	36.36
	Social pages	0	0.00
	Sports	8	24.24
	Reports	10	30.30
	<b>Total</b>	33	100.00

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### Chart Fourteen

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

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	1	5
	Ads	9	45
	Social pages	2	10
	Sports	1	5
	Reports	7	35
	<b>Total</b>	20	100.00

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### Chart Fifteen

**Variable:** Tabloid Sensacionalista “El Extra”

	<b>Section</b>	<b>f</b>	%
<b>Anglicisms</b>	News	0	0.00
	Ads	17	62.96
	Social pages	5	18.51
	Sports	0	0.00
	Reports	5	18.51
	<b>Total</b>	27	100.00

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**Chart Sixteen**

<b>Anglicisms</b>	<b>Word repetition number</b>
Premier	<b>1</b>
Blog	<b>6</b>
Chips	<b>1</b>
Yes	<b>2</b>
E-mail	<b>2</b>
Pent-house	<b>16</b>
Full	<b>103</b>
Coffee break	<b>2</b>
Networking	<b>2</b>
Lunch	<b>1</b>
Link	<b>3</b>
Jeans	<b>1</b>
Shopping	<b>1</b>
Clown	<b>2</b>
Notebook	<b>1</b>

Call center	<b>11</b>
Joint-venture	<b>2</b>
Stand-by	<b>1</b>
Sunk	<b>1</b>
Off-road	<b>1</b>
Off-shore	<b>1</b>
Backing	<b>1</b>
Sun finder	<b>1</b>
Iceberg	<b>1</b>
Set	<b>3</b>
Tie break	<b>1</b>
Ranking	<b>1</b>
Play off	<b>3</b>
Play station	<b>2</b>
Paintball	<b>4</b>
Opening	<b>1</b>

Stock	<b>1</b>
Sex	<b>2</b>
Trainer	<b>1</b>
Cluster	<b>2</b>
Banners	<b>1</b>
Tips	<b>3</b>
Shop	<b>1</b>
Links	<b>2</b>
Mail	<b>2</b>
Shopping center	<b>4</b>
Click	<b>1</b>
Secret	<b>1</b>
Cover	<b>1</b>
Ticket	<b>3</b>
Sweat test	<b>1</b>
Heavy	<b>1</b>

Sleeping bags	<b>1</b>
Blues	<b>1</b>
Tv cable	<b>10</b>
Happy hour's	<b>1</b>
Sex Shop	<b>6</b>
Chat	<b>4</b>
Hot	<b>6</b>
Stress	<b>1</b>
Night club	<b>3</b>
First class	<b>1</b>
Stripper	<b>1</b>
Sex Fantasy	<b>2</b>
Garden	<b>1</b>
Swinger	<b>1</b>
Small	<b>2</b>
Shock	<b>1</b>

Online	<b>2</b>
Play Land Park	<b>1</b>
Life model	<b>1</b>
Lady´s night	<b>1</b>
Hobby	<b>1</b>
Rating	<b>5</b>
Videos clips	<b>1</b>
Happy Birthday	<b>1</b>
<b>TOTAL: 71</b>	<b>261</b>

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## **DISCUSSION**

The use of anglicisms is very common in the communication process of our language that nowadays Ecuadorian people have to use day by day. Therefore, it is necessary to carry out a study of this nature.

This section consists of three parts: First of all, the *theoretical background*, which contains all the scientific and relevant information on the research topic. Second, the *description and analysis of results*, that contains all anglicisms found out in the samples of the investigation, which are processed through a linguistic, comparative, and sociologic analysis. Finally *conclusions*, according to results we can show the achievements of the previously established objectives.

### **Theoretical Background**

One of the most prized gifts given to humankind by God has been Language.

Through this little passage we will realize that unconsciously language is immersed in our lives from the moment we are conceived even when we die it is part of a culture and a society.

Thanks to the great philosophers and according to their linguistic theories compiled during this investigation, we can transmit an idea about what the human language means, how the language is



related to linguistics and how it changes in the processes which give origin to a new language and its vices.

Also, as the main subject we will focus on the study and analysis of anglicisms and their level of interference in our language to the moment of being used by writers and readers of the principal Ecuadorian newspapers.

Therefore, most of us know that language is the exclusive media of human beings, everybody depends on it and the success or the failure we have in different aspects of our lives will depend on the manner of how we use language, in our minds there will be great, different, and exclusive ideas, but if we are not able to convey them, the language will not serve us anything.

Finally, as a second language teachers we must be conscious that language shows the culture and development of each community and we must study it and improve our knowledge about it to be able to transmit it in a better way.

### **Language**

Everybody could say that language is the human beings' faculty to communicate to each other and through this human beings can express their feelings, needs, problems, etc. Nevertheless, due to all the languages that are changing over time, looking for a good meaning for Language is not an easy thing.

In English Phonology IV – Text Guide, Camilo Espinoza (2005), says that, “Language is a complex system used for human

communication, based on a small number of arbitrary vocal symbols and sound units which combine, according to certain rules, into large and more complex structures with semantic content.”

Moreover, Barker L. (1987) goes further; he relates language with thoughts and emotions. So, “Language is the communication of thoughts and emotions by means of a structured system of symbols.”

Additionally, Halliday M. (1973) states that:

“Language is a range of possibilities, an open-ended set of options in behaviour that are available to the individual in his existence as social man. The context of culture is the environment of any particular selection that is made from within them ... The context of culture defines the potential, the range of possibilities that are open. The actual choice among these possibilities takes place within a given context of situation”.

To sum up, Language is a system of communication among human beings by means of symbols, sounds, and movements. It is the way human beings transmit information, emotion, necessity, agreement or disagreement. Language is not only necessarily spoken it is also written. That is what makes our language unique.

## **Linguistics**

So far, we have an idea about what language means. It is now the moment to talk about linguistics and why it is so important to study.

According to Columbia Electronic Encyclopedia, printed by Columbia University Press (2006), Linguistics is “a scientific study of language, covering the structure (morphology and syntax), sounds (phonology), and meaning (semantics), as well as the history of the relations of languages to each other and the cultural place of language in human behavior”.

Linguistics is the science which studies language, focusing on its structure, function and evolution.

Additionally, Wikipedia (2009) gives us a more complete explanation about linguistics. It says that, linguistics is the scientific study of language. Linguistics includes a number of sub-fields. An important topic is the division between the study of language structure (grammar) and the study of meaning (semantics and pragmatics). Grammar includes morphology (the formation and composition of words), syntax (the rules that determine how words combine into phrases and sentences) and phonology (the study of sound systems and abstract sound units). Phonetics is a related branch of linguistics concerned with the actual properties of speech sounds (phones), non-speech sounds, and how they are produced and perceived. Other sub-disciplines of linguistics include the

following: evolutionary linguistics, which considers the origins of language; historical linguistics, which explores language change; sociolinguistics, which looks at the relation between linguistic variation and social structures; psycholinguistics, which explores the representation and functioning of language in the mind; neuro-linguistics, which looks at the representation of language in the brain; language acquisition, which considers how children acquire their first language and how children and adults acquire and learn their second and subsequent languages; and discourse analysis, which is concerned with the structure of texts and conversations, and pragmatics with how meaning is transmitted based on a combination of linguistic competence, non-linguistic knowledge, and the context of the speech act.

### **Branches of Linguistics**

According to the definition above we can say that linguistics is the scientific study of human language. For this purpose linguistics requires the help of these branches: morphology, semantics, syntax, pragmatics, phonology, Phonetics, Phonemics, Sociolinguistics, Forensic linguistics, and Psycholinguistics all of which we will study and analyze.

## **Morphology**

According to Aronoff M. and Fudeman K. (2005), “Morphology refers to the mental system involved in word formation or to the branch of linguistics that deals with words, their internal structure, and how they are formed”.

In addition, Wikipedia (2009) gives us a more complete explanation. It says that, “Morphology is the study of word formation within and across the language”, and also, morphology has other sub-disciplines such as inflection, derivation and compounds.

**Inflection** is the modification of a word in order to express different grammatical categories such as *tense, mood, voice, aspect, person, number, gender, and case*. *Conjugation* is the inflection of the verbs. *Declension* is the inflection of the *nouns, adjectives, and pronouns*.

To modify words this sub-discipline uses **affixes** which are smaller linguistic units that are attached to the stem of a word. Affixes are divided depending on their position with reference to the stem of the word:

Prefix is an affix which is placed before the stem of a word.

Examples:

- Happy → **un**happy      the prefix **un-**
- Loyal → **dis**loyal      the prefix **dis-**
- Polite → **im**polite      the prefix **im-**

Suffix is an affix which is placed after the stem of a word.

Examples:

- Girl → girls                      the suffix **-s**
- Make → he makes                the suffix **-s**
- Close → it closed                the suffix **-ed**

**Derivation** is the creation of a new word from an existing word without any change in form. In contrast to the process of inflection, which uses another kind of affix in order to modify a word, as with combine → combine**-s** / combin**-ing** / combin**- ed**.

Examples:

- write → **rewrite**                      the prefix **re-**
- healthy → **un**healthy                the prefix **un-**
- rich → **en**rich                        the prefix **en-**
- slow → slow**ness**                      the suffix **-ness**
- drink → drink**able**                    the suffix **-able**
- write → writer**er**                      the suffix **-er**

**Compound** is the formation of new words by combining or putting together old words.

Examples:

- back + pack → back**pack**
- news + paper → news**paper**
- after + noon → after**noon**

## **Semantics**

Palmer F. (1981) states that, “Semantics is the technical term used to refer to the study of meaning, and, since meaning is a part of language, semantics is a part of linguistics”. Plus, he states that “The term semantics is a recent addition to the English language”.

Likewise, Wikipedia (2009) gives us a clearer explanation about semantics; it says that, semantics is the study of the meaning of words, phrases, sentences, and discourses. Additionally, semantics encompasses the study of relations between different linguistic units such as:

**Homonyms** are words that share the same spelling and the same pronunciation but have different meanings. E.g. *left* (opposite of right) → *left* (past tense of leave)

**Synonyms** are different words with identical or very similar meanings. E.g. student → pupil

**Antonyms** are words that which have opposite meanings. E.g. male → female

**Syntax:** is the study of principles and rules which determine how words combine into phrases and sentences in a language.

**Pragmatics:** It is the study of how utterances are used by people in order to comprehend and communicate each other.

## **Phonology:**

According to English Phonology IV – Text Guide, Camilo Espinoza (2005) says that: “Phonology is a science, branch of

linguistics, which studies the speech sounds in general, according to their production, composition, distribution and function within the language.”

In other words, based on the four principal ways, he tries to state how general speech sounds are studied and described. Phonology encompasses two branches: phonetics and phonemics.

**Phonetics** studies the production and articulation of the acoustic phonetics (properties of the speech sounds), auditory phonetics (perception of the speech sounds), and articulator phonetics (production of speech sounds).

**Phonemics** is the study of the sounds of a given language, together with the analysis and the classification of its phonemes. "A phoneme is a sound that functions to distinguish one word from another in a language."

### **Sociolinguistics**

According to Holmes J. (2008), “sociolinguistics is the study of the interaction between language and society”.

### **Psycholinguistics**

Field J. (2003) claims that, “psycholinguistics explores the relationship between the human mind and language”.

In addition, Wikipedia (2009) gives us a more complete definition of this subject. It says that; Psycholinguistics or psychology of language is the study of the psychological and neurobiological factors that enable humans to acquire, use, comprehend and produce



language. Modern research makes use of biology, neuroscience, cognitive science, and information theory to study how the brain processes language.

### **Morphological procedures**

As we know the internal structure of the words is studied by morphology. It means that, morphology processes the structure of any new word with the help of morphological procedures such as derivation, composing, and parasynthesis.

Thanks to the information provided by Wikipedia (2009) we can give a concrete explanation about the morphological procedures to form new words.

**Morphological derivation** is the process of forming new words by the addition of the prefixes and suffixes to a word e.g. *un + happy = unhappy* or *happy + ness = happiness*.

**Morphological composition** is the process of forming new words by the union of two or more already existing words; e.g. *ice + berg = iceberg*

**Morphological parasynthesis** is the process of forming new words by the combination of the composition and the derivation e.g. *big + heart + ed = bighearted*.

## **Historical Linguistics**

Well, we already know what linguistics means, but let's talk a little about its development in the history of language.

According to Bynon T. (1977), "Historical linguistics seeks to investigate and describe the way in which languages change or maintain their structure during the course of time; its domain therefore is language in its diachronic aspect. Descriptive linguistics on the other hand totally disregards time as a relevant factor in its investigations and attributes to the data a uniform status of simultaneity; its concern is therefore language in its synchronic aspect."

On the other hand, the same author and source makes it clear that, historical linguistics is not concerned with the *history of the language*. It is not part of the ultimate *origin of the human language* and how it may have evolved from non – human primate call systems, gestures, etc., to have the properties we now associate with human language in general. Finally, historical linguistics is also not about determining or preserving pure "correct" forms of language or attempting to prevent change.

In other words, we could say that, the history and evolution of languages are studied by historical linguistics with the main object of classifying languages, which descend from a common ancestor and rebuild the change that language has given in a certain period.

## **Language change**

Language change is a phenomenon whereby phonetic, morphological, semantic, syntactic and other features of language vary all the time and as they are passed down through the generations reliably enough for people to communicate to each other.

Sociolinguists study language and want to explain how society and language change. Thus, Holmes J. (2008) says that, “Speakers innovate, sometimes spontaneously, but more often by imitating speakers from other communities. If their innovations are adopted by others and diffuse through their local community and beyond into other communities then linguistic change is the result”.

In summary, the society is the principal agent for language changes, since when we read or write we adopt new words, structures and sounds and spread them through our community regions and transmit them to the next generations.

## **Language vice**

We are conscious that language changes day after day. Theoretically we could say that language looks for its perfection, but in the practice, what language does is adapt to the peoples' necessities according to the technological advances and language usage.

On this occasion we have taken information from a Spanish book, since there are good and wide explanations about language vice. For example Maqueo A. (1985) says that, “Language vices are

ways of constructions or inappropriate usage of vocabulary, which can make the correct interpretation of a text difficult”.

In addition, Cantú L., Flores J., and Roque M. (2008) present the most frequent alterations of language considered as language vices:

- **Amphibology** is a sentence or phrase that can be interpreted in more than one way (double sense). E.g. (*calcetines para caballeros de lana → calcetines de lana para caballeros*)
- **Archaism** is an outdated phrase or way for speaking and writing. E.g. (*currículum → currículo*)
- **Barbarism** is to pronounce or misspell words in a language. E.g. (*aprobastes el examen → aprobaste el examen*)
- **Americanism** is a voice, phrase or idiom characteristic of English spoken in Spanish. E.g. (*barman → camarero*)
- **Pleonasm** is the unnecessary use of words or concepts. E.g. (*sube arriba y... → sube y...*)
- **Solecism** refers to the lack of syntax; error against accuracy or purity of a language. E.g. (*han habido mucha gente → ha habido mucha gente*)
- **Vulgarism** is a word or incorrect expression used chiefly by illiterate people. E.g. (*istrumento → instrumento*)

## **Neologisms**

In the concepts and ideas already given above we have learned a little about language, now everybody knows something about its evolution, but we must not only know its evolution but also the changes within that evolution.

The author Alvar M. (2000) claims that, “Neologisms are, in effect, another phenomenon of great importance in the characterization of the lexicon of a language. The Dictionary of the (Real Academia de la Lengua Española) defines this term as word, meaning or turn back into a language”.

Moreover, Wikipedia (2009) gives us a short explanation about neologisms which says that, neologism is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributable to a specific person, publication, period, or event. Besides, neologisms are often created by combining existing words or by giving words new and unique suffixes or prefixes.

Additionally, the same source says that, neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds. Likewise, neologisms can become popular through mimetic, by way of mass media, the internet, and word of mouth, including academic discourse in many fields renowned for their use of distinctive jargon, and often become accepted parts of the language.

Furthermore, neologisms sometimes disappear from common use just as readily as they appeared. In addition, for a neologism to continue as part of the language depends on many factors, probably the most important of which is acceptance by the public.

Moreover, Escarpanter J. (1990) goes beyond and begins to involve the barbarisms. So, “The Neologisms are needed for the renovation and expansion of the language. But to be accepted must fulfill the basic rules of Spanish. Thus, when a neologism adopts, for example, specific terminations of other languages or, if it is a verb, it is not conjugated as established by grammar, it is said to be a barbarism.”

In summary, we could say that, a neologism is a new word that comes from another word or it is a new creation which will depend on the use and acceptance of people to remain in a language.

### **Barbarisms: Anglicisms**

According to Merriam – Webster online dictionary, Barbarism is an idea, act, or expression that in form or use offends against contemporary standards of good taste or acceptability.

MacArthur T. (1998) says that, barbarism is a non-technical term for WORD considered to offend good taste by combining elements from different languages, especially classical with vernacular, or being used in an unsatisfactory way.

But now, we are going to concentrate on the main topic of our research. For this purpose we are going to cite some definitions and explanations about **anglicisms**.

The authors Bugarski R., Tonic O., and Radovanovic M. (2000) give us two definitions about anglicisms. The first one says that, “anglicism is a word borrowed from English which in the course of the transfer is adapted to the receiving language in order to be integrated into its linguistic system”.

The second definition given by the same authors says, “an anglicism is any word borrowed from the English language denoting an object or a concept which is at the moment of borrowing an integral part of English culture and civilization, it does not need to be of English origin, but it must have been adapted to the linguistic system of English and integrated into the vocabulary of English”.

Additionally, the same authors clear that, “a word is borrowed from English when there is a need to fill empty spaces in the vocabulary of the receiving language”.

Likewise, the authors Penny R. and Penny R. J. (2002) say that, until the middle of the twentieth century, almost all English words borrowed by Spanish were of British origin, and were usually transmitted through writing, often via French. From the 1950s onwards, the main source of such borrowing has been American English and anglicisms have been transmitted partly through written media (especially newspapers, translations of scientific works, etc.),

but increasingly through the oral media (dubbing of American films, TV programmers, etc.)

Finally, Wikipedia (2009) states that, “an anglicism as most often defined, is a word borrowed from English into another language. In Spain, the adoption of English words is extremely common in the spheres of business and information technology, although it is usually frowned upon by purists”.

Personally, we could say that, anglicisms are English words adopted by another language.

### **Foreign language interference**

So far, we all know what *language* means, but also, it is so important to know what happens with our native language, when we move out to another country or when we start learning a foreign language. For this purpose, we are going to know something about how a foreign language interferes in our native language.

Escarpanter J. (1990) gives us an explanation about causes of language interference. He says that:

The causes of this interference in our language are many. But the most relevant is the impetuous scientific and technical progress in countries like the United States, Britain or in the language as a vehicle transmitter of contemporary thought, in the case of France. Also imitation currents are created in less developed areas of the Hispanic world. This, in addition to the lack, in many cases, of terms or appropriate changes into Spanish, the comfort or ignorance of our own language, have led to the introduction of these foreign words or “foreignness”.



In addition, Peccei J. (2006) says that:

Interference, or the use of the one language's features while speaking or writing in another language, is a common feature of both adult and child bilingualism, although the degree to which this occurs will vary depending on the speaker's proficiency in each of their languages. The most obvious type of interference is phonological, in other words, a "foreign accent," although this can be virtually imperceptible in speakers who have acquired both languages from infancy.

### **Newspaper and tabloid**

In the present, most of us prefer to use the television instead of reading newspapers, but newspapers continue being important for people, since education has evolved with communication media.

According to, information taken from Wikipedia (2009) we can say that, newspaper is a publication containing news, information, and advertising. General – interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons.

The same source says that, newspapers are most often published on a daily or weekly basis, and they usually focus on one particular geographic area where most of their readers live. Despite recent setbacks in circulation and profits, newspapers are still the most iconic outlet for news and other types of written journalism.

Features in a newspaper may include:

- Editorial opinions, criticism, persuasion, entertainment and op-eds.
- Obituaries.
- Comic strips and other entertainment, such as crosswords, Sudoku and horoscopes.
- Weather news and forecasts.
- Advice, gossip, food, and other columns.
- Critical reviews of movies, plays, restaurants, etc.
- Classified ads.

Wikipedia (2009) provides us with a definition of tabloid, it says that, a tabloid is an industry term for a smaller newspaper format per spread; to a weekly or semi-weekly alternative newspaper that focuses on local-interest stories and entertainment, often distributed free of charge (often in a smaller, tabloid-sized newspaper format); or to a newspaper that tends to sensationalize and emphasize or exaggerate crime stories, gossip columns repeating scandals and innuendos about the deeply personal lives of celebrities and sports stars, and other so-called "junk food news" or junk mail (often in a smaller, tabloid-sized newspaper format).

### **Previous Studies**

The study of anglicisms is a worth theme for everybody; especially for people who is immersed in Linguistics. Anyway, after

searching about anglicisms, we have realized that in Ecuador there are no investigations about anglicisms.

Nevertheless, we have found one investigation about Economic anglicisms: Adaptation to the Spanish linguistic System.

The author López P. (2005) concludes her work telling the following:

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 on a cultural level and the Spanish language is no exception.

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, swap, etc.

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, mailing, DAFO, customizar, etc.

## **Description and Analysis of Results**

Through the revision of the bibliographic material we have learned something about human language and its evolution. In this section we will focus on the main part of the research, which are the results. For this purpose we are going to analyze all the results linguistically, comparatively and sociologically.

### **Linguistic Analysis**

Some of the terms we are going to analyze have not been accepted by Dictionary of the (Real Academia de la Lengua Española). However, there are many online Web pages where we have got meanings and information about those terms.

#### **Mail**

This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet, but it is frequently used in our language. According to Merriam – Webster Dictionary this word comes from Middle English *male*, from Anglo-French, of Germanic origin; akin to Old High German *malaha* bag.

In English, according to the Dictionary – MSN Encarta the word *mail* functions like noun and verb, as a noun this word makes reference to **items sent**: the letters, cards, periodicals, and packages that are handled and distributed in a postal. E.g. is there any mail for me? In addition, this term refers to a **postal system**: the system that handles the collection and delivery of mail (often used before a noun)

e.g. send it by mail. Also, this word as a noun means a *specific mail collection or delivery*: a particular collection or delivery of letters, cards, periodicals, and packages. E.g. it came in yesterday's mail. Finally, this word also means a *vehicle delivering mail*: a car, train, ship, aircraft, or other vehicle used to collect and deliver mail.

On the other hand, Merriam – Webster Dictionary says that, the word *mail* as a verb refers to send via the postal service, e.g. I'll mail you the check tomorrow. And also, this word refers to a cause to be directed or transmitted to another place. For example, send me your latest results; I'll mail you the paper when it is written.

In the following context “*Cuenta con su dirección mail a disposición de la ciudadanía...*” the word *mail* functions like noun, but in this case, this word is misused since the context makes reference to an electronic address. Then, the correct manner could be “*Cuenta con su dirección electrónica a disposición de la ciudadanía...*”

In Spanish, the word *mail* means (correo). According to the Dictionary of the (Real Academia de la Lengua Española), (correo) means public service that aims to transport official and private correspondence. Also, it is used in plural with the same meaning as in singular. Besides, it makes a reference to a person whose job is to take and bring the correspondence from one place to another. In addition, this word means steamship, car, train, etc., that takes

correspondence. Finally, this word also means a building which receives and delivers correspondence.

According to Collins Cobuild dictionary, *mail* means the public service or system by which letters and parcels are collected and delivered.

In conclusion, this term has the same meaning either in English or Spanish, which means, it does not have semantic changes, but people often use *mail* and *correo* in order to refer to e-mail (correo electrónico). E.g. Cuál es tu correo? / Cuál es tu mail? And the correct manner would be Cual es tu correo electrónico? As we can see the use of this anglicism is unnecessary.

### **E-mail**

This word is not accepted by the DRAE, even though; it is very used in our language. According to the Webster dictionary this word does not have an etymological origin, what we know is that it was created in 1982 and it comes from electronic backgrounds.

In English, this word carries out the noun function. As a noun this term refers to a means or system for transmitting messages between computers on a network. In addition it also means messages sent and received electronically through an e-mail system.

In addition, Collins Cobuild dictionary claims that *e-mail* is a system of sending written messages electronically from one computer to another. And also, it says that *e-mail* is an abbreviation of “electronic mail”, which we will analyze below.

So far, we know that **mail** means letters, cards, periodicals, and packages that are handled and distributed in a postal. On the other hand, the Free Online Dictionary says, the word **electronic** is an adjective used to refer to equipment, such as television sets, computers, etc., in which the current is controlled by transistors, valves, and similar components and also to the components themselves. In other words, *e-mail* means information typed and sent through electronic equipment (computer).

In the following context "*Comunicarse con más seguridad por teléfono, **e-mail** y carta*" the word *e-mail* works as a noun and it makes a reference to a means or system for transmitting messages between computers on a network.

In Spanish, the Diccionario Panhispánico de Dudas (October 2005) belonging to the DRAE says that, this word is an English term that means "transmission system of messages or files from one terminal to another by computer networks", "address for sending and reception of messages through this system". Its use, as well as of its abbreviation mail – is unnecessary, because for these cases there are alternatives in Spanish. The most common in the use is (correo electrónico).

This definition is almost the same as the English meaning before cited. So it means that, in the context above, the use of anglicism is unnecessary and the correct manner would be

"Comunicarse con más seguridad por teléfono, **correo electrónico** y carta"

In conclusion, *e-mail* has the same meaning either in English or Spanish; it has not had semantic changes yet, and has not had any morphological changes either. Additionally, it is possible to stress that, people often confuse using *mail* and *e-mail* for the same purpose. Personally we could say that, the confusion of both terms is due to the word *mail* was created before 12th century and people got accustomed to use it, but then; in 1902 with the technological evolution appeared the word *e-mail* which almost was the same thing, but with the help of an electronic equipment.

### **Penthouse**

This word is not in the Dictionary of the (Real Academia de la Lengua Española), even though; it is sometimes used in our language. According to Merriam – Webster dictionary this word comes from Middle English. *Penthouse* is a compound word, so in order to make a linguistic analysis; we will separate it into *pent* and *house*.

According to Merriam – Webster dictionary the word **Pent** probably comes from past participle of obsolete English *pend* to confine. In English this word functions as an adjective and means “shut up”. E.g. A pent crowd, pent-up feelings.

This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet, nevertheless Wikipedia says that *pent* is one of the highest explosives known, with a relative



effectiveness factor of 1.66. This means; the word *pent* has suffered a semantic change.

On the other hand, the word **house** comes from Middle English *house*, from Old English *hūs*. In English, this term functions as a noun and verb. As a noun this term means a building that serves as living quarters for one or a few families and as a shelter or refuge (a nest or den) of a wild animal. In addition, this term as a verb refers to provide with living quarters or shelter.

The word *house* has not been accepted by the DRAE either, but it is sometimes used by teens. Nevertheless, Wikipedia gives us another definition about this word; it says that *house* is a style of electronic music, which was originated in Chicago, USA, at the end of 1970 and early of 1980. So it means that, this term had a semantic change.

To conclude, a brief story of the word **penthouse** and then we will analyze it. According to the online Free Dictionary, this word goes back to Latin *appendere*, “to cause to be suspended.” In Medieval Latin *appendere* developed the sense “to belong, depend,” a sense that passed into *apendre*, the Old French development of *appendere*. From *apent*, the past participle of *apendre*, came the derivative *apentiz*, “low building behind or beside a house,” and the Anglo-Norman plural form *pentiz*. The form without the **a-** was then borrowed into Middle English, giving us *pentis* (first recorded about 1300), which was applied to sheds or lean-tos added on to buildings.

Because these structures often had sloping roofs, the word was connected with the French word *pente*, “slope,” and the second part of the word changed by folk-etymology to *house*, which could mean simply “a building for human use.” The use of the term with reference to fancy apartments developed from its application to a structure built on a roof to cover such things as a stairway or an elevator shaft. *Penthouse* then came to mean an apartment built on a rooftop and finally the top floor of an apartment building.

In English, this word only works as a noun. It makes reference to a residence, often with a terrace, on the top floor or floors of a building. It also means a shed or sloping roof attached to the side of a building or wall. Also, it means, the sloping roof that rises from the inner wall to the outer wall surrounding three sides of the court in tennis, of which the ball is served.

This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet, even though, it is sometimes used in our language by teenagers. In Spanish this word only works as a noun too, just as it was found in the following context “*Vendo o arriendo **penthouse**...*” In this example, this word refers to a residence, on the top floor or floors of a building. But, in our social environment when we hear the word penthouse, we imagine a great and luxurious house, this is because, Ecuadorian people have always thought that something which comes from USA or another foreign country is better and then it is expensive. On the other hand, the

writer uses this word in this context with the intention for getting the reader's attention; either it is foreign or Spanish.

Additionally, according to Wikipedia, penthouse refers to a men's magazine founded by Bob Guccione, who mixed articles about urban lifestyle with photos of soft pornography which in the 90s became hard-core pornography. This word has not had any kind of changes.

### **Full**

This word comes from Middle English, from Old English; akin to Old High German *fol* full, Latin *plenus* full, *plēre* to fill, Greek *plērēs* full, *plēthein* to be full. *Full* is not accepted by Dictionary of the (Real Academia de la Lengua Española); however, it is one of the most used anglicisms in the Ecuadorian newspapers and in our language.

In English, this term functions as an adjective, adverb, noun and verb. As an adjective this word means containing as much or as many as is possible or normal, e.g. a bin full of corn. In addition it means, complete especially in detail, number, or duration, e.g. a full report. Also, this word refers to be at the highest or greatest degree. For example: full speed, full time, full strength. Additionally, *full* as an adjective, means having an abundance of material especially in the form of gathered, pleated, or flared parts e.g. a full skirt.

Moreover, this term as an adverb means: very, extremely, and entirely, e.g. I knew full well they had lied to me. In addition this,

word as a noun means the highest or fullest state or degree, e.g. the full moon. Finally, the word *full* as a verb refers to become full.

Additionally, for a better understanding, the Merriam – Webster dictionary gives us some synonyms such as: FULL, COMPLETE, PLENARY, REPLETE mean containing all that is wanted or needed or possible. FULL implies the presence or inclusion of everything that is wanted or required by something or that can be held, contained, or attained by it (a full schedule). COMPLETE applies when all that is needed is present (a *complete* picture of the situation. PLENARY adds to COMPLETE the implication of fullness without qualification (given *plenary* power). REPLETE implies being filled to the brim or to satiety (*replete* with delightful details).

In Spanish, this word only functions as an adjective just as we found in the next context “*HYUNDAI Matrix 2004 **full** maquina...*” In this example the word *full* refers to the highest or greatest degree. In Spanish this word means (lleno o repleto), but in some contexts as above, the meaning does not match up with what the writer wants to convey, that means, the use of that anglicisms is necessary.

In addition, Word Reference dictionary says that, in the poker game, *full* is a combination of a pair and a trio, e.g. (*nos gano con un full de ases y reyes*). This word is pronounced and used with same meaning either in English or Spanish; it means it has not had changes yet.

## **Lunch**

This word has already been accepted by the DRAE, even though; this word has been proposed to be suppressed in the coming 23<sup>rd</sup> edition, as it appears in the online edition of the Dictionary of the (Real Academia de la Lengua Española).

The Merriam-Webster dictionary says that this word was created in 1812 with a possible etymological origin of “short for *luncheon*” which comes from possible alterations of *nuncheon* light snack, alteration of Middle English *nonshench* midday refreshment.

In English, this word functions as a noun and verb. As a noun, it makes reference to a usually light meal specially one taken in the middle of the day or the food prepared for a lunch. On the other hand, the word *lunch* as a verb makes reference to the action of eating lunch. In the following context “*De 12:30 a 14:00 **lunch***” the word lunch only functions like a noun.

According to the schedule set up in the context, we can deduce that this word refers to meal taken at noon, otherwise, in our culture the word is used to refer to light meal taken around 9 to 10 in the morning. Additionally, the use of this anglicism in the context above is not necessary since we can use the meaning in Spanish “*De 12:30 a 14:00 **almuerzo***”

Moreover, the Dictionary of the (Real Academia de la Lengua Española) says that, this word means “light food we serve to the

guests in a celebration”. Likewise, in English the Collins Cobuild dictionary claims the same Spanish definition above.

To conclude this linguistic analysis, this word does not register morphological changes. Nonetheless, in Spanish, people often use this term as a verb and noun adding the suffixes. For example:

- *Lunch* → *lunch+ar* → *lunchar*, this word makes reference to the action of having a snack along the morning. This word is used more frequently by teachers who are in charge of primary-schools especially kinder-gardens.
- *Lunch* → *lunch+era* → *lunchera*, this word refers to a small box which kinder-garden kids use for taking food to school.

It is worth mentioning that these changes have not been accepted in Spanish nor in English yet.

### **Stand by**

Since this expression is a compound word, we will analyze dividing it into *stand* and *by*.

The word **Stand** comes from the Middle English, from Old English *standan*; akin to Old High German *stantan*, *stān* to stand, Latin *stare*, Greek *histanai* to cause to stand, set, *histasthai* to stand, be standing, and it has already been accepted by Dictionary of the (Real Academia de la Lengua Española). Nevertheless, this term has been proposed to be suppressed in the coming 23<sup>rd</sup> edition of the DRAE.

In English, this term functions as a verb which makes reference to support oneself on the feet in an erect position. As a noun *stand* refers to an act of stopping or staying in one place and a small often open-air structure for a small retail business. In addition, as an adjective, this word means self contained; specially operating or capable of operating independently of a computer system. E.g. A stand-alone word processor.

According to the DRAE, this word *stand* means setting up within a market or open market, for the exhibition and selling products. But due to the alteration of the phonological sounds, this word has suffered a morphological change and then it has been adapted into our language as *estand*, this new word is a new advance of the coming 23<sup>rd</sup> edition of the DRAE and makes reference to the same Spanish definition given above. It means that the words *stand* and *estand* semantically have not had any changes.

This word is not accepted by Dictionary of the (Real Academia de la Lengua Española). According to Merriam – Webster dictionary, the term **by** comes from Middle English, preposition & adverb, from Old English, preposition, *be*, *bī*; akin to Old High German *bī* by, near, Latin *ambi-* on both sides, around, Greek *amphi*.

This word, in English functions as: preposition, adverb, adjective, and noun. As a preposition this term means “in proximity to” (as standing by the window). In addition, it refers to “through or through the medium of” (enter by the door). And also, this term is

used as a function word to indicate successive units or increments and as a function word in multiplication, in division, and in measurements.

On the other hand, the term *by* as an adverb means close at hand and at or to another's home (stop by). Furthermore, when this term functions as an adjective it makes reference to be off the main route. Finally, as a noun, this term means something of secondary importance (a side issue).

To conclude, let's analyze the both terms together ***stand by***. This word is not in the DRAE; but it is used frequently in the medicine field. According to Merriam – Webster this term was created in 1796 and does not have etymological origin.

In English, *stand by* fulfills the functions as a noun, adjective, adverb, and verb. As a noun this word means; being relied on especially in emergencies and someone or something that is held in reserve ready for use. As an adjective means, held near at hand and ready for use. As an adverb means; on a standby basis (fly standby). Finally as a verb, it makes a reference to be or to get ready to act (an ambulance was *standing by*).

In the following example “*Una carta de crédito irrevocable **STAND BY** en las 72 horas...*” the word *stand by* works as noun and refers to something that is held in reserve ready for use. In this context the word stand-by is used just for emphasizing what the writer wants to convey, if not, it could be “*Una carta de crédito*



*irrevocable se mantiene en espera en las 72 horas...*” As we can see this word makes reference to the same meaning either in English or in Spanish, it means that there is not any kind of changes.

According to Wikipedia *stand-by* is the consumption of various electronic devices such as: television, audio or video players, air conditioning, refrigerators, showcases, feeders/loaders, PCs, etc... In stand-by, the devices are plugged waiting for orders, so they consume electric energy. It is estimated that almost 15% of housing consumption is produced by electronic devices kept in stand-by. It is recommended that to save energy, breakdowns, money and prevent pollution; electric devices must be turned off, so that, when they are not going to be used, they must be unplugged completely of the electrical network.

### **Iceberg**

This utterance has already been accepted by Dictionary of the (Real Academia de la Lengua Española). This is a compound word, so we will analyze dividing it into two terms *ice* and *berg*.

According to Merriam – Webster the word **Ice** comes from Middle English *is*, from Old English *īs*; akin to Old High German *īs* ice, Avestan *isu-* icy. This word is not accepted by the DRAE.

In English this expression functions as a noun, verb, adjective, and abbreviation. As a noun this term means frozen water; a sheet or stretch of ice, and also this term refers to a substance resembling ice; *especially* : the solid state of a substance usually found as a gas or

liquid. Whereas, as a verb it makes reference to coat with or convert into ice; to chill with ice, and to supply with ice. Also, as an adjective this word refers to extremely cold, and finally, as an abbreviation, it makes a reference to Iceland.

To conclude, in Spanish there is not a word with the same grammar, phonology, meaning, or morphological inflections, so it means *ice* has not had any changes.

The word **berg** is not accepted by Dictionary of the (Real Academia de la Lengua Española). According to Merriam – Webster dictionary, this term was created in 1818 and it does not have an etymological origin.

The cited term, in English has two functions: as a noun and geographical name. As a noun it refers to mountain and working as a geographical name, it makes a reference to a Place in Germany; there are at least six places in Germany with BERG in the name. In conclusion, this word has not had any kind of changes yet.

On the one hand, we know something about each term which forms the word *Iceberg*. On the other hand, if we analyze the two terms together, we could say that this word comes from a part translation of Dan or Norwegian *iceberg*, from *is* ice + *berg* mountain and also, this word has already been accepted by Dictionary of the (Real Academia de la Lengua Española).

In English this term functions just as a noun which refers to a large floating mass of ice detached from a glacier and a person emotionally cold.

In the following context “*Los criollos, en cambio, transmitían la misma energía de un **iceberg***” the word *iceberg* only works as a noun and makes reference to a person emotionally cold. In this example, the use of this word is not necessary since we could write “*Los criollos, en cambio, transmitían la misma energía de un **témpano de hielo***”. On the other hand, the writer uses this anglicism only to emphasize the heading of the report.

According to the Dictionary of the (Real Academia de la Lengua Española), this word refers to a great mass of floating ice, detachment of the pole, which protrudes in part of the sea surface. On the other hand, in English Collins Cobuild claims almost the same Spanish definition above, it says that *iceberg* is a large tall mass of ice floating in the sea; this means there is not any semantic changes.

## **Set**

This word comes from Middle English *setten*, from Old English *settan*; akin to Old High German *sezzen* to set, Old English *sittan* to sit. This word has already been accepted by Dictionary of the (Real Academia de la Lengua Española).

In English this term has the following grammatical functions: as a verb, noun, and adjective. As a verb this term refers to sit: place in or on a seat. While, as a noun it has so many definitions, we have

chosen the most accepted meanings: a division of a tennis match won by the side that wins at least six games beating the opponent by two games or by winning a tiebreaker; a collection of books or periodicals forming a unit; and a group of a specific number of repetitions of a particular exercise. Finally, as an adjective this word refers to intent (set up on going); specified (set hours of study).

In the context "*el primer **set** se definió por muerte súbita*" the word *set* functions just as a noun and makes reference to a division of a tennis match won by the side that wins at least six games beating the opponent by two games or by winning a tiebreaker. In this example the word *set* is closely related with this sport, since this game comes from England and it is impossible to replace it with Spanish.

In addition, the Dictionary of the (Real Academia de la Lengua Española) says that *set* means a set of elements that shared a property or have a common goal. This word has a lot of relation to tennis and other sports, part of a match. And finally it makes reference to a film or television studio.

Moreover, the online Free Dictionary gives us a **Usage Note** about the word *set*, it says that Originally *set* meant "to cause (something) to sit," so that it is now in most cases a transitive verb: *She sets the book on the table. He sets the table.* The word *sit* is generally an intransitive verb: *He sits at the table.* There are some exceptions: *The sun sets* (not *sits*). *A hen sets* (or *sits*) *on her eggs.*

Finally, all of the English and Spanish definitions cited above have the same meaning. It means this word does not present any changes.

### **Stock**

The cited word comes from Middle English *stok*, from Old English *stoc*; akin to Old High German *stoc* stick. The word *stock* is already in the Dictionary of the (Real Academia de la Lengua Española), even though; this word has been proposed to be suppressed in the coming 23<sup>rd</sup> edition, as it appears in the online edition of the DRAE.

According to the online Free Dictionary, in English this word functions as a noun, verb, and adjective. As a noun it means a supply accumulated for future use. As a noun this word also means the total merchandise kept at hand by a merchant, commercial establishment, warehouse, or manufacturer. Additionally, this term makes reference to all the animals kept or raised on a farm; livestock. Furthermore, the word *stock* as a verb refers to provide or furnish with a stock of something and to keep for future sale or use. Finally, as an adjective this word makes reference to kept regularly in stock and employed in dealing with or caring for stock or merchandise.

In Spanish this word only functions as a noun just as it was found in the following context “*tenemos un amplio **stock** de juguetes...*” In this example, this word *stock* makes reference to merchandise at hand.

This word has been proposed to be suppressed in the coming 23<sup>rd</sup> edition of the DRAE. Personally, I think there would not be problem, since this term could be replaced by Spanish, like this “*tenemos una amplia **existencia** de juguetes...*” of course that grammatically the context changes but the meaning is the same.

According to the Dictionary of the (Real Academia de la Lengua Española), this word refers to the quantity of merchandise which is on deposit. On the other hand, the Collins Cobuild dictionary defines the word *stock* according to the field where this word is used. For example, in a company this word means shares in the ownership of a company, or investments on which a fixed amount of interest will be paid and also is the amount of money which the company has through selling shares. In a shop the word *stock* refers to the total amount of goods which it has available to sell.

Additionally, if we talk about food this word means a liquid, usually made by boiling meat, bones, or vegetables in water that is used to give flavor to soups and sauces.

All in all, the word *stock* functions with the same meaning either in Spanish or English, it means it does not have any semantic changes.

## **Sex**

This term has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet, anyway this word is sometimes

used in our language. According to Merriam – Webster Online, this expression comes from Middle English, from Latin *sexus*.

In English, this term fulfills with two grammatical functions as a noun and verb. As a noun this word means either of the two major forms of individuals that occur in many species and that is distinguished respectively as female or male especially on the basis of their reproductive organs and structures. In addition, this word refers to the act performed with another for sexual satisfaction.

On the other hand, this word as a verb makes reference to identify the sex of (sex newborn chicks). Further, this word also makes reference to increase the sexual appeal of —often used with *up*, and also, to arouse the sexual desires of someone.

In Spanish the word *sex* functions simply as a noun just as it was found in the next situation “*chicle **Sex**, lubricantes...*” In this example the word makes a reference to a material which permits an act performed with another for sexual satisfaction. This term also can be replaced by Spanish; at least if it is written in capital letters I think everybody will be interested in the announcement. E.g. “*chicle **SEXO**, lubricantes...*”

Additionally, in Spanish this word has suffered a morphological inflection, people use this term as a verb adding a suffix – **ar** → **sexar** this new term is an advance of the coming 23<sup>rd</sup> edition of the DRAE. In Spanish this word works as a verb and makes reference to

determine or specify the sex of an animal and also, this word means to have sexual intercourse.

In conclusion, the word *sex* functions with the same definition either in English or Spanish, it means that this word does not have semantic changes.

## **Hot**

From an etymological point of view, this word comes from Middle English, from Old English *hāt*; akin to Old High German *heiz* hot, Lithuanian *kaisti* to get hot. This word is not accepted by Dictionary of the (Real Academia de la Lengua Española).

In English, *hot* functions as a noun, verb, adverb, and adjective. As a noun this word means something that is hot (a hot meal or a horse just after a workout), and also, strong sexual desire. Moreover, this word as a verb refers to heat and warm usually used with *up* (warm up). In addition, as an adverb means a hot manner (a hotly contested series).

Finally, this word as an adjective refers to having a relatively high temperature; capable of giving a sensation of heat or of burning, searing, or scalding; and having heat in a degree exceeding normal body heat.

In Spanish, the word hot only works as an adjective just as it was found in the following context “Ornella **HOT** 100 % real” In this example this word refers to someone with a strong sexual desire. What about if this context is written in Spanish “Ornella **CALIENTE**



100 % real”, the word (*caliente*) also means excited sexually, that means; we could replace with the term *hot*, but sincerely I think it would not have the same interest, because of Ecuadorian people are not prepared yet for talking about sexual issues in a frontal way, and therefore; we use this kind of anglicisms.

According to Wikipedia the word *hot* means a generic denomination which musicologists have used to encompass all the styles that developed in the jazz before 1930. Additionally, this word does not present any kind of inflections.

### **Banner**

Merriam – Webster dictionary says that, this term comes from Middle English *banere*, from Anglo-French, of Germanic origin; akin to Gothic *bandwo* sign; probably akin to Greek *phainein* to show — more at fancy. This word is not registered in the Dictionary of the (Real Academia de la Lengua Española); nevertheless, it is very frequently used in our language especially in the publicity and academic area.

In English this word has three grammatical functions: as a noun, adjective, and verb. As a noun means a piece of cloth attached by one edge to a staff and used by a leader (as a monarch or feudal lord) as his standard. As a noun this word also means a headline in large type running across a newspaper page or an advertisement graphic that runs usually across the top of a World Wide Web page. In addition, as an adjective, it makes a reference to prominent in

support of a political party. Finally, as a verb this word means to print (as a news story) under a banner usually on the front page.

In Spanish this word functions simply as a noun, just as we can see in the following context “*Señaléticas **banners***”. In this example, the word banners make a reference to an advertisement graphic.

Personally we could say that, not only the technology is a factor for changing a language but also the lack of knowledge of people, as an example the before cited context. First in the DRAE there is not the word (señaléticas) and second the word banners could be replaced by (pancartas), like this, however the context does not convey anything.

Wikipedia says that banner is an online advertising format. This way of online advertising includes a piece of advertising within a web page. Furthermore, the Collins Cobuild dictionary states that *banner* is a long strip of cloth with something written on it. Banners are usually attached to two poles and carried during a protest or rally.

Finally, we could say that this word has not had any kind of changes since this word works with the same definition either in English or Spanish.

## Tip

The word *tip* is not registered in the Dictionary of the (Real Academia de la Lengua Española). According to Merriam – Webster dictionary this word comes from Middle English.

In English this word fulfills the functions as a noun and verb. As a noun, the word *tip* means a gift or a sum of money tendered for a service performed or anticipated; the usually pointed end of something (a pencil tip); a piece of advice or expert or authoritative information; and a piece of advance or confidential information given by one thought to have access to special or inside sources. This word as a verb makes reference to furnish with a tip, to cover or decorate the tip (tip strawberries with chocolate), and to remove the ends of (tip raspberries).

In Spanish this term functions as a noun just as it was found in the following sentence “**TIPS DE SALUD**”. In this example, the word tip refers to a piece of advice or expert or authoritative information. One more time again, the use of this English word is unnecessary, since the context could be written in Spanish as well, “**CONSEJOS DE SALUD**” and the meaning would be the same.

According to Wikipedia *tips* means tricks to achieve your goals. On the other hand, the Collins Cobuild dictionary says that a *tip* is a useful piece of advice. Additionally, the meaning of this word is the same in English and Spanish; it means the term *tip* has not suffered any changes.

## **Click**

The following word has not been accepted by the DRAE; nonetheless, this term is very used in our language. According to Merriam – Webster the word *click* was created in 1581 and it does not have a specific etymological origin.

In English this word functions as a noun, verb, and adjective. As a noun this word means: a slight sharp noise; a speech sound in some languages made by enclosing air between two stop articulations of the tongue, enlarging the enclosure to rarefy the air, and suddenly opening the enclosure; and an instance of clicking (a mouse click). Moreover, as a verb this word means to select especially in a computer interface by pressing a button on a control device (as a mouse). Also, the word *click* as an adjective makes reference to a computer interface that allows the activation of a file or function by selection with a pointing device (such as a mouse).

In Spanish, this word functions simply as a verb, just as it was found in the next context “*y dar **click** en el enlace...*” In this example the word *click* makes a reference to select especially in a computer interface by pressing a button on a control device (such as a mouse).

Since this term *click* has the same meaning either in English or Spanish; it has not had semantic changes yet. Nevertheless, in Spanish, this word has suffered a morphological inflection and then it has been adapted to our language as *clíc*. This is another new word which has been registered in the coming 23<sup>rd</sup> edition of the DRAE.

According to the before mentioned dictionary *clic* means “onomatopoeia used to produce certain sounds, like which is produced when we tighten the trigger of a weapon. This word also means pulsation that is made in some of buttons of the mouse of a computer. Likewise, Wikipedia says that in computer science *clic* is the action of pressing any buttons of a computer mouse.

Finally, this morphological change is due to an alteration of phonological sounds, in Spanish we write the words in the same way we pronounce them. Moreover; in Spanish the usage of the syllable “*ck*” does not exist. Additionally, the word *click* and *clic* function with same definition either in Spanish or English it means this term has not suffered semantic changes.

### **Chat**

Etymologically this word comes from Middle English *chatten*, short for *chatteren*. This word is not registered in the 22<sup>nd</sup> edition of the Dictionary of the (Real Academia de la Lengua Española) yet, nevertheless, this word is used in our language.

In English this word functions as a noun and verb. As a noun this term means, idle small talk and also, online discussion in a chat room also an instance of such discussion (participate in computer chats) but as a verb this term makes a reference to talk in an informal or familiar manner or to take part in an online discussion in a chat room.

In Spanish it works simply like noun, just as it was found in this context “**SEXY CHAT** contactenos... ”. In this example the word chat refers to take part in an online discussion in a chat room.

We said before that the word *chat* was not considered in 22<sup>nd</sup> edition of the DRAE. But in the **Diccionario Panhispánico de Dudas** 1<sup>st</sup> edition (October 2005) belonging to the Dictionary of the (Real Academia de la Lengua Española) says, the word *chat* is a voice taken from English chat (*charla*), which means conversation between people connected to internet, by means of the interchange of electronic messages a frequent service which permits this type of conversation.

In addition, this English voice is an established and approved anglicism, although, substitutes like *cibercharla* or *ciberplática* have been proposed. The usage of the derived verb **chatear** which means “to keep a conversation by means of the interchange of electronic messages has been approved.

Additionally, we could say the word chat has suffered a morphological change because people use it as a verb adding a suffix **-ear** → **chatear** which According to the 22<sup>nd</sup> edition of the Dictionary of the (Real Academia de la Lengua Española) *chatear* is an intransitive verb which means “drink *chatos* (low and wide glass) of wine.

Finally, if we analyze the word *chatear* in the both editions of the DRAE, we could note that this word has a semantic change, since

the meanings are not the same. Nevertheless, this word is very useful in our language.

### **Stress**

This word comes from Middle English *stresse* stress, short for *detresse*. Stress has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet, although, it is used in our language.

In English, this term functions as a noun and verb. As a noun this word means a constrain force or influence: as a force exerted when one body or body part presses on, pulls on, pushes against, or tends to compress or twist another body or body part; especially: the intensity of this mutual force commonly expressed in pounds per square inch. Webster gives us another meaning about stress as a noun; it means a physical or emotional factor that causes bodily or mental tension and may be a factor in the cause of disease, this term is also used for referring to the intensity of utterance given to a speech sound, syllable, or word producing relative loudness.

On the other hand, the word stress working as a verb, it refers to the physical or psychological stress, phonetic stress (accent), and to emphasize something important.

In Spanish Stress one only functions as noun just as we found in the next context “...pensé que era el **stress** y que ...” In this example the word stress refers to a physical or emotional factor that

causes bodily or mental tension and may be a factor in the cause of disease.

Using both terms *stress* and (*estrés*) people often confuse, this is because we lack of knowledge and continue using the English words without realizing that we could use and improve our language. The two terms function with the same meaning either in English or Spanish; it does not have semantic changes.

Even though in Spanish this word has suffered a morphological inflection and then it has been adapted to our language as (*estrés*) which according to the Dictionary of the (Real Academia de la Lengua Española), this word comes from the English voice *stress* that means “tension provoked by exhausting situations that originate psychosomatic reactions or sometimes serious psychological upheavals”.

### **Nightclub**

This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española), but it is used in our language. This word is a compound word; therefore, we will analyze by dividing it into two words.

**Night** this word is not registered in the Dictionary of the (Real Academia de la Lengua Española). According to Merriam – Webster this word comes from Middle English, from Old English *niht*; akin to Old High German *naht* night, Latin *noct-, nox*, Greek *nykt-, nyx*.



In English it has the following grammatical functions: as a noun, adjective and adverb. As a noun this word means the time from dusk to dawn when no sunlight is visible. This word as an adjective makes reference to use at night (a night lamp).

The Collins Cobuild dictionary says that *night* is the part of each day when the sun has set and it is dark outside, especially the time when people are sleeping. Nowadays, this term has not suffered any kind of changes.

**Club**, this word has already been accepted by the DRAE. Etymologically this term comes from Middle English *clubbe*, from Old Norse *klubba*; akin to Old High German *kolbo* club.

In English, this word has two grammatical functions as a noun and as a verb. Working as a noun this word means, an association of persons for some common object usually jointly supported and meeting periodically; *also*, a group identified by some common characteristic (nations in the nuclear club). In addition, this word as a verb means to form a club.

In Spanish it functions as a noun, and according to the Dictionary of the (Real Academia de la Lengua Española), it means “a society founded by a group of people with common interests and dedicated to activities of different species, principally entertaining, sport or culture”.

This word has the same meaning either in English or Spanish and it has not had semantic changes yet. Nevertheless, in Spanish,

the word club has suffered morphological inflection in the plural. In English, the word club is pluralized *clubs*, but, in Spanish we pluralize *clubes*.

According to Merriam – Webster, the word *Nightclub* was created in 1894; it does not have an etymological origin. This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet. Nonetheless, this word is used in our language in order to refer to a place where prostitution is practiced.

In English this term functions as a noun and a verb. As a noun it refers to a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show. But as a verb, this word refers to patronize nightclubs.

In the following context “*VENDO de oportunidad **Night Club***” the word *night club* works simply as a noun. In this example this word not only refers to a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show, but also makes reference to a place where prostitution is practiced. It means that there is a semantic change with this word.

In conclusion, this compound word could be replaced by Spanish, e.g. “*VENDO de oportunidad **Cabaret***”, but as I said before, we are not prepared yet for talking about sexual issues in a frontal

way, so we prefer using this kind of anglicisms sometimes to get success or in this context to avoid embarrass.

### **Stripper**

This word has not been accepted by the DRAE yet, but, it has been used commonly in our language. According to the Free Merriam – Webster dictionary this term was created in 1581 and it does not have an etymological origin.

According to the online Free Dictionary this word functions only as a noun which makes reference to someone that strips, as one that strips for photographic negatives or positives. As a noun this word also means a chemical product for removing a surface covering, such as paint or varnish, from furniture or floors. Also, it means someone who performs a striptease.

On the other hand, according to *Wiktionary* the word stripper etymologically comes from **strip + er**.

**Strip** has two grammatical functions as a noun and verb. In this case focuses on the function's verb; it comes from middle English *streden*, *strippen*, as a usually intransitive verb means “*To take off clothing*”

The term **-er** comes from Middle English *-er*, *-ere* (agent suffix applied to nouns and verbs. For example, (n) trumpeter, (v) reader.

As a result, and according to Merriam – Webster, *stripper* means; “one who removes their clothing, especially as a form of paid entertainment”

In the following context “**Stripper** extranjeros 24 horas” the word *stripper* functions as a noun too, and it refers to someone who strips. On the other hand, the Online Dictionary Reference says that, the word *stripper* is “strip-tease dancer”. Personally, we could say that the word *stripper* is a contraction of the three terms strip-tease-dancer which translated into Spanish would be (*desnudarse-bromista-bailarín*), these three words written in context would be **(bailarín bromista desnudo)**. Honestly, this context does not convey anything to the reader who likes things that comes from foreign countries. What we mean is that, the word *stripper* cannot be replaced by Spanish.

Since, the word *stripper* has the same meaning both in English or Spanish; it has not had semantic changes yet. But, in Spanish, this word has suffered a morphological change and it has been adapted to our language as *estriper*, but this word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet.

### **Garden**

According to Merriam – Webster, this word comes from Middle English *gardin*, from Anglo – French *gardin, jardin* of Germanic origin; akin to Old High German *gart* enclosure — more at yard. This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet.

In English, it has three grammatical functions: as a noun, verb, and adjective. As a noun this word means a plot of ground where herbs, fruits, flowers, or vegetables are cultivated; a rich well-cultivated region; a container (as a window box) planted with usually a variety of small plants. On the other hand, as a verb refers to lay out or work in a garden. And finally, as an adjective it means: grown in the open (garden plant).

In Spanish, this word only functions as an adjective; just as we found it in the following context “*China **garden** el mismo rendimiento para menos dinero*” In this example the word garden refers to an advertisement of publicity. The word *garden* could be replaced by Spanish, but we think that the owner who makes the announcement comes from China.

According to Wikipedia, *garden* means the single N° 22 of the Japanese band globe, released on March 28<sup>th</sup>, 2001 under the label **avex globe**. The Collins Cobuild dictionary says that In British English, a *garden* is a piece of land next to a house, with flowers, vegetables, other plants, and often grass. In American English, the usual word is yard, and a *garden* refers only to land which is used for growing flowers and vegetables. Finally, this word does not present any changes.

### **Small**

This word is not registered in the DRAE; nevertheless, this word is very used in our language, especially when we talk about

clothes. Etymologically, this word comes from Middle English *smal*, from Old English *smæl*; akin to Old High German *smal* small, Greek *mēlon* small domestic animal.

The mentioned word fulfills with the following grammatical functions: as a noun, adjective, and adverb. As a noun this term means a part smaller and especially narrower than the remainder. In addition, as an adjective refers to having comparatively little size or slight dimensions. And finally, as an adverb makes reference to in or into small pieces.

In the following Spanish context “*vestido de novia y quinceañera talla **small***”, we can notice that *small* only functions as a noun which refers to have comparatively little size or slight dimensions. This term should not be used in our language, however; it has become part of our daily communication. The correct way would be “*vestido de novia y quinceañera talla pequeña*” and the meaning remains the same.

In Spanish this word has suffered a morphological inflection and then it has been adapted to our language as *esmol* which is not accepted by Dictionary of the (Real Academia de la Lengua Española), even though, it is very used in our language. Additionally, the word *small* has the same meaning either in English or Spanish; which means it has not had semantic changes yet.

## **Shock**

According to Merriam – Webster dictionary, this term comes from Middle English. It has not been accepted by the 22<sup>nd</sup> edition of the DRAE yet, but, it is used in our language in the medical field.

In English, shock has three grammatical functions: as a noun verb, and adjective. As a noun means, a sudden or violent mental or emotional disturbance; a pile of sheaves of grain or stalks of Indian corn set up in a field with the butt ends down. Whereas, as a verb refers to strike with surprise, terror, horror, or disgust; to cause to undergo a physical or nervous shock; to subject to the action of an electrical discharge. And finally, this word as an adjective means, bushy and shaggy.

In Spanish, this term is simply a noun just as it was found in the following context “*La falta de líquidos pueden llevar al **shock***” In this example; the word shock refers to a sudden or violent mental or emotional disturbance.

In the Diccionario Panhispánico de Dudas 1<sup>st</sup> edition (October 2005) of the Dictionary of the (Real Academia de la Lengua Española), the term *shock* makes reference to the Spanish word (choque). This word *choque* has already been accepted by the 22<sup>nd</sup> edition of the DRAE. This word has two definitions. The first one makes reference to violent encounter of one thing with another. The second definition refers to medical definition “Deepening state of nervous and circulatory depression, without losing consciousness, which takes

place after intense commotions, principally serious traumatism and surgical operations”.

In addition, the Diccionario Panhispánico de Dudas states that “the existence of the Spanish voice (choque) makes unnecessary the use of the anglicism *shock*.”

Likewise, the same source says that the usage of the English word with the meaning of emotion or hard impression is unnecessary, instead of this word we can use other Spanish terms such as: (conmoción, impresión, sorpresa, o impacto).

On the other hand, the Collins Cobuild dictionary says that *shock* is a person's emotional and physical condition when something very frightening or upsetting has happened to them.

Nowadays, the word *shock* functions with the same definition either in English or Spanish; it means this word does not have any semantic or morphological changes.

## **Hobby**

This word has been emended by the coming 23<sup>rd</sup> edition of the Dictionary of the (Real Academia de la Lengua Española). According to Merriam – Webster this word comes from Middle English *hoby*, from Anglo French *hobel*, *hobé*.

In English this word functions just as a noun. As a noun means a small Old World falcon (*Falco subbuteo*) that is dark blue above and white below with dark streaking on the breast. Besides as



a noun this word makes reference to a pursuit outside one's regular occupation engaged in especially for relaxation.

In Spanish this word only works as a noun just as it was found in the following context “**Hobby:** *Escuchar música y leer*”. In this example this word *hobby* refers to a pursuit outside one's regular occupation engaged in especially for relaxation. Let's translate this context into Spanish “**Pasatiempo:** *Escuchar música y leer*”, as we can notice, the meaning remains the same and we think people understand better what the writer conveys.

According to the Dictionary of the (Real Academia de la Lengua Española) *hobby* means pastime, entertainment practiced habitually in the leisure short whiles. On the other hand Collins Cobuild says that *hobby* is an activity that you enjoy doing in your spare time.

Furthermore, Wikipedia gives us an almost different meaning, it says that *hobby* also called “hobbie” and sometimes “pastime” is an activity whose value lies in the entertainment of the person who performs the activity, which sometimes does not search a specific productive purpose and it is done just in a habitual way.

In conclusion, we could say people frequently use this word either in Spanish or English, since its meaning does not change, therefore it does not have any changes.

## **Rating**

The following word is another one of the words which has not been accepted by Dictionary of the (Real Academia de la Lengua

Española) yet, but is very used in our language especially in the mass media field. According to Merriam – Webster dictionaries this term was created in 1702, it does not have an etymological origin.

The aforementioned word, in English functions as a noun and as a verb. This word as a noun means classification, according to grade specifically military or naval specialist classification; an estimate of the percentage of the public listening to or viewing a particular radio or television program. Furthermore, as a verb this word refers to rebuke angrily or violently.

In Spanish the word rating only works as a noun, just as we can see in the next context, “...*amiga y rival en el **rating***” In this example rating refers to an estimate of the percentage of the public listening to or viewing a particular radio or television program.

In Spanish, the context would be “...*amiga y rival en **la categoria***” as we can see, grammatically the context changes, besides; for a better understanding would be necessary to add more specific information to the context.

According to wiktionary *rating* means results of measuring of the audience of a television or radio program. However, the Collins Cobuild dictionary says that this word refers to a score or measurement of how good or popular it is. Additionally, the word *rating* does not have semantic changes, since the definition is the same either in English or Spanish.

## **Premier**

This word is not in the DRAE. The word *premier* comes from Middle English *primer*, *primier*, from Anglo-French, first, chief, from Latin *primarius* of the first rank.

In English this word has the following grammatical functions: as a noun, verb, and adjective. As a noun this word means prime minister. The word *premier* as a verb refers to the appearance for the first time as a start performer. Further, as an adjective means first in position, rank, or importance.

In Spanish this term only works as a noun just as it was found in the next context “*El **premier** es considerado el primer implicado.....*” In this example this word makes reference to Prime Minister.

Personally, if elder people read this context, we are sure they will not understand it. But if the context is written in Spanish “*El **presidente** es considerado el primer implicado.....*” the meaning remains the same and it is more understandable.

According to Wikipedia *premier* is a title used to distinguish the head of government in many countries. Likewise, the Collins Cobuild dictionary states that *premier* is used to describe something that is considered to be the best or most important thing of a particular type.

In conclusion, this word is hardly ever used in our language, but the meaning is the same either in Spanish or in English, which means that this word has not had any type of changes.

## **Yes**

According to the online Free Online the word *yes* comes from Middle English, from Old English *gese*, *so be it!* : probably *gēa*, *so*; see *i-* in Indo-European roots + *sīe*, *may it be so*; see *es-* in Indo-European roots. This word is not accepted by Dictionary of the (Real Academia de la Lengua Española); nevertheless, this word is used by teenagers.

In English, the mentioned word functions as a noun, adverb, and interjection. As a noun this term refers to “It is so; as you say or ask. Used to express affirmation, agreement, positive confirmation, or consent” As a noun this word means an affirmative or consenting reply and an affirmative vote or voter. Further as an interjection the word *yes* is used to express great satisfaction, approval, or happiness.

In Spanish, this word only functions as a noun just as it was found in the following Spanish context “*Dígale... **Yes** al Inglés con Howard*” In this example the word *yes* refers to an affirmative vote or voter. On the other hand, in this context the term *yes* is used only to emphasize the learning and teaching of English language in our country and achieve success in this class business.

According to Wikipedia *yes* refers to one of the pioneers of progressive rock band, formed in 1968 influenced by bands in their early experimental precursor rock like The Beatles, The Who y The Moody Blues, and the melodic style Everly Brothers, and the multifaceted Crosby, Stills & Nash (and Young).

On the other hand, the Collins Cobuild dictionary states that in informal English, **yes** is often pronounced in a casual way that is usually written as **yeah**. In addition, this word does not present any kind of changes or inflections.

### **Link**

This word has not been accepted by Dictionary of the (Real Academia de la Lengua Española) yet. Etymologically this word comes from Middle English, of Scandinavian origin; akin to Old Norse *hlekk* chain; akin to Old English *hlanc* lank.

In English the mentioned term functions as a noun and verb. As a noun, this word means a connecting structure, as a single ring or division of a chain, and an identifier attached to an element (as an index term) in a system in order to indicate or permit connection with other similarly identified elements, especially (a hyperlink) in a computer file. On the other hand, *link* as a verb refers to couple or connect by or by a link.

In Spanish, this word only works as a noun just as it was found in the following context “*En cada **link** se puede encontrar información*” In this example *link* refers to an identifier attached to an

element (as an index term) in a system in order to indicate or permit connection with other similarly identified elements for example a hyperlink in a computer file.

Finally, the term link specifically comes from the technological field and there is not a specific word in Spanish for replacing it. Additionally, this word has not suffered any inflections, since people pronounce and use this term with the same meaning either in Spanish or in English.

### **Notebook**

This word is not registered in the Dictionary of the (Real Academia de la Lengua Española). Etymologically this word was created in 1579; it does not have an etymological origin.

Because this term is a compound word, we will make a linguistic analysis dividing it into two terms.

The term **note** is not in the DRAE. This word comes from Middle English, from Anglo-French *noter*, from Latin *notare* to mark, note, from *nota*.

In English, this term has the following grammatical functions: as a noun and verb. As a noun this word means a brief comment or explanation; a printed comment or reference set apart from the text; a scholarly or technical essay shorter than an article and restricted in scope. As a verb, this word refers to notice or observe with care, to record or preserve in writing, to make special mention of or remark. Additionally, this term has not suffered morphological changes yet.

The word **Book** has not been accepted by Dictionary of the (Real Academia de la Lengua Española). Etymologically this term comes from Middle English, from Old English *bōc*; akin to Old High German *buoh* book, Gothic *boka* letter.

In English this word functions as a noun, verb and adjective. As a noun this word means a set of written sheets of skin or paper or tablets of wood or ivory; a set of written, printed, or blank sheets bound together into a volume. As a verb this word refers to register (as a name) for some future activity or condition such as to engage transportation or reserve lodgings e.g. He was *booked* to sail on Monday; to make a reservation e.g. book through your travel agent. And finally, working as an adjective this word is derived from books and not from practical experience (book learning)

On the other hand, Merriam – Webster says that, the word *notebook* was created 1579 and it lacks of etymological origin. It has not been accepted by the DRAE yet. In English this word functions only as a noun which refers to a book for notes or memoranda and a portable microcomputer that is similar to but usually smaller than a laptop computer.

In the context “*Mi **notebook** es la prueba*” the word *notebook* only works as a noun and makes reference to portable microcomputer. But easily we could replace by Spanish like this, “*Mi **computadora portátil** es la prueba*” the meaning remains the same.

Finally, this term has suffered semantic changes, because, when people hear the word *notebook* they make reference to an assignment book.

### **Call center**

This word has not been accepted by the DRAE and Merriam – Webster dictionary either. Since this word is a compound word; in order to make a linguistic analysis, we will divide it into two terms.

The word **call** there is not in the Dictionary of the (Real Academia de la Lengua Española). Etymologically it comes from Middle English, from Old Norse *kalla*; akin to Old English *hildecalla* battle herald, Old High German *kallōn* to talk loudly, Old Church Slavic *glasŭ* voice.

In English this word functions as a noun and verb. As a noun this word means an act of calling with the voice. And also, this word as a verb refers to speak in a loud distinct voice so as to be heard at a distance. This word has not had any kind of changes yet.

The word **center** is not registered in the Dictionary of the (Real Academia de la Lengua Española) either. According to Merriam – Webster this word comes from Middle English *centre* from Middle English *centre*, from Middle French, from Latin *centrum*, from Greek *kentron* sharp point, center of a circle, from *kentein* to prick; probably akin to Old High German *hantag* pointed.

In English this word has the following grammatical functions: as a noun and verb. As a noun this word means the point around



which a circle or sphere is described; *broadly*: a point that is related to a geometrical figure in such a way that for any point on the figure there is another point on the figure such that a straight line joining the two points is bisected by the original point - called also *center of symmetry*. Whereas, as a verb this word makes reference to place or fix at or around a center or central area (center the picture on the wall).

Moreover, the word **call center** is not registered in Merriam – Webster Dictionary. According to online Free Dictionary *call center* functions as a noun which means center equipped to handle a large volume of telephone calls (especially for taking orders or serving customers). In addition, Collins Cobuild dictionary says that, *call center* as a noun means an office where people work answering or making telephone calls for a particular company.

In Spanish this term only works as a noun, as we found it in the following context “*Con la implementación del “**call center**”, se facilitará...*” the word *call center* makes reference to an office where people work answering or making telephone calls for a particular company.

Finally, this compound word is not necessary to use, since it can be replaced by Spanish, like this, “*Con la implementación de la “**central telefónica**”, se facilitará...*” of course that the grammar in the context changes but the meaning is the same. This word

functions either in Spanish or English, it does not have any kind of changes yet.

### **Ranking**

The following word has already been registered in the DRAE. According to Merriam – Webster dictionaries this term was created in 1847, it does not have an etymological origin.

The mentioned word, in English functions as an adjective and verb. As an adjective this word means, having a high position. Further, as a verb refers to determine or has a position in relation to others.

In Spanish this term only works as a noun, as we found in the following context, “*El campeón se asegura 75 puntos para el **ranking***” In this example the word ranking makes reference to have a high position.

On the one hand, the Dictionary of the (Real Academia de la Lengua Española) says that *ranking* means classification from higher to lower; it is useful to establish criteria values. On the other hand, Wikipedia gives us another similar definition about this word, it states that *ranking* (proposed anglicism) is a relation between a group of elements such that, for one or more criteria, the first of them presents a superior value to the second, this higher than the third and so on, allowing itself that two or more different element can have the same position.

Additionally, similar to above meanings the online Free Dictionary gives us another meaning about *ranking*, it says that this word refers to a listing of items in a group, such as schools or sports teams, according to a system of rating or a record of performance.

Finally, this word does not have any kind of changes since people use it with same pronunciation and definition.

### **Comparative Analysis**

Once we read the samples of the research and gathered all the relevant information about anglicisms used in Ecuadorian newspapers. A comparative analysis of the whole information in order to determine which sections of newspapers is the most or the least frequented by anglicisms is shown.

First of all, we are going to analyze the first sample of the research (El Comercio) and its sections.

<b>Anglicisms</b>	<b>Section</b>	<b>f</b>	<b>%</b>
	News	3	9.09
	Ads	12	36.36
	Social pages	0	0.00
	Sports	8	24.24
	Reports	10	30.30
	<b>Total</b>	<b>33</b>	<b>100.00</b>

In the *News* section of the “El Comercio”, we found 3 anglicisms which was equivalent to 9.09% of the total. But, in the *Ads* segment, we found 12 anglicisms this represents the 36.36%. On the other hand, in the *Social pages* part, we did not find any anglicisms, therefore it was equal to 0%. Compared with the *Sports* fragment where 8 anglicisms were found, equivalent to 24.24%, and finally, in the same newspaper, in the *Reports* segment, we found 10 anglicisms which represent the 30.30%.

As we can notice, in the national newspaper “El Comercio” the section most used by anglicisms is the *Ads* section. This is because “el Comercio” is one of the most popular national newspapers and one of the biggest and complete in our country. Therefore, most of the people prefer to use this written mass media for publishing their announcements such as: working, educational, social, business, etc.

On the other hand, the section least used by anglicisms has been the *Social pages* section, we could say this result is because nowadays the area of social pages has specific mass media and publicity. Such us: Hogar, Vistazo, La Honda etc.

Next, let's analyze the second sample of the research (La Hora) and its sections.

<b>Anglicisms</b>	<b>Section</b>	<b>f</b>	<b>%</b>
	News	1	5
	Ads	9	45
	Social pages	2	10
	Sports	1	5
	Reports	7	35
	<b>Total</b>	20	100.00

In the *News* section, we found 1 anglicism which is equivalent to 5.00%, in contrast, in the *Ads* segment, we found 9 anglicisms this represents the 45.00%. However, in the *Social pages* part, we found 2 which was equivalent to 10.00%, and in the *Sports* fragment we found 1 anglicism which was equal to 5.00%. Finally, in the same newspaper, in the *Reports* segment, we found 7 anglicisms which represent the 35.00%.

Comparing the results, we can see that, in the local newspaper "La Hora" the section where most anglicisms are used also is the *Ads* segment. About this result we could say that "La Hora" is also one of the most popular newspapers in Quevedo city. Therefore, people prefer to use this newspaper to publish their announcements.

However, the sections least used by anglicisms are the *News* and *Sports* sections. Focusing on the two sections least used by anglicisms; personally we could state that this result is because the newspaper is small and the city, too. Additionally we would dare to say that the writers who support this newspaper with their articles avoid using anglicisms for fear of being wrong.

Finally, we are going to analyze the last simple of the research (El Extra) and its sections.

<b>Anglicisms</b>	<b>Section</b>	<b>f</b>	<b>%</b>
	News	0	0.00
	Ads	17	62.96
	Social pages	5	18.51
	Sports	0	0.00
	Reports	5	18.51
	<b>Total</b>	<b>27</b>	<b>100.00</b>

In the *News* section of the tabloid “El extra”, we did not find any anglicisms, which represented 0%. On the one hand, in the *Ads* segment, we found 17 anglicisms this was equivalent to 62.29%. In contrast, in the *Social pages* part, we found 5 which was equivalent to 18.51%. However, in the *Sports* fragment, we did not find any

anglicisms, which was equal to 0.00%. And lastly in the same newspaper, in the *Reports* segment, we found 5 anglicisms which represented the 18.51%.

Once again we can see that, in the tabloid “El Extra” the section with the most anglicisms is the *Ads* section. The result is because the tabloid “El Extra” is another of the most popular and best selling newspapers in our country. This tabloid is printed in Guayaquil city and represents to the coastal region of our country. The culture and dialect of this region frequently adopts new lifestyles and expressions full of anglicisms.

Moreover, the section where anglicisms are least used are *News* and *Sports* segments. We could say that the result is because this tabloid characterize by its sensationalism and the images without censorship. Therefore, people focus more on those segments than on the written information.

So far, we have compared all the sections and we were able to identify the sections with the most and least anglicisms. Nevertheless, it is also important to compare the newspapers, in order to identify which one of the three uses the most and least anglicisms.

<b>Sections</b>	<b>“El Comercio”</b>	<b>“La Hora”</b>	<b>“El Extra”</b>	<b>TOTAL</b>
<b>News</b>	3	1	0	4
<b>Ads</b>	12	9	17	38
<b>Social pages</b>	0	2	5	7
<b>Sports</b>	8	1	0	9
<b>Reports</b>	10	7	5	22
<b>TOTAL</b>	33	20	27	80

As we can see the results, in the variable national newspaper “El Comercio” we found 33 anglicisms this was equivalent to 41.25%. On the other hand, in the variable Local newspaper “La Hora” we found 20 anglicisms which represented the 25%. And lastly, in the variable Tabloid “El Extra” we found 27 anglicisms which was equivalent to 33.75%.

According to results, we can see that the variable most used by anglicisms is the national newspaper “El Comercio”. The result is because nowadays this newspaper is one of the biggest, the most complete and the most read in our country. The popularity of this newspaper is based on its content, which makes it bought and read every day. Therefore the people who support this Ecuadorian newspaper must be specialized and up to date writers; who have full



knowledge about the factors which change the human language all the time.

On the other hand, the variable least used by anglicisms is the local newspaper “La Hora”. This result is due to this newspaper being a small one. Additionally, we believe that writers who support this newspaper are not qualified enough as writers of big social communication companies.

In conclusion, it is important to stress that the most used anglicism in the three samples of the investigation was the word “Full” with a frequency of 102 repetitions. This frequency is because this word has several grammatical functions such as: adjective, adverb, noun, transitive verb and verb, therefore its use is frequent in our language. Finally, it is impossible to find the least used anglicism because many are only used once.

### **Sociological Analysis**

With this analysis, we want to demonstrate all the positive and negative aspects which embrace the usage of anglicisms in Ecuadorian newspapers and in our language as well. In addition, we will talk about the acceptance or rejection and the impact that the mentioned usage of anglicisms has caused in our society.

First of all, we would like to share what the Army Polytechnic School English teachers said about anglicisms and their usage in our language.

According to M.S. Edgar Bolaños, anglicisms are English words in our language, they are very common and useful, and sometimes we understand them much better than Spanish words, for example Ok. Anglicisms do not interfere in our comprehension, on the contrary, they try to push us to use and accept that we have to learn another language and another culture, so they help us with better understanding. Additionally, it is not necessary to use anglicisms but they are acceptable to adopt them to our language.

On the other hand, M.S. Patricio Serrano says that, if people do not know about what the anglicisms are and what the anglicisms are used for, probably they will have problems of comprehension. However, the usage of anglicisms is necessary; especially for people who study English it is important to know everything about anglicisms, so in this way they are going to have a better idea about English or Spanish.

Personally, we could to say that, due to globalization, people are forced to learn a second language in this case English. Nowadays, many anglicisms have been adapted to our language and they have become part of our daily communication process.

In addition, the impact which our cultural identity has suffered is worrisome, because teenagers and young people day by day try to imitate foreign lifestyles leaving aside our own culture and customs. It is inevitable to say that foreign customs and lifestyles have changed our cultural identity a lot, most of the time we are the guilty

party, since we always prefer things which comes from foreign countries, for instance: food, festivities, clothes, in many cases some idiomatic expressions which sometimes are difficult to pronounce them well.

In conclusion, from a cultural point of view, the usage of the anglicisms impoverishes the cultural identity of our towns; however, they help us to get a better comprehension of the currently language.

## Conclusions

Next we are going to mention the obtained achievements according to the previously established objectives.

- Regarding the influence level of the English language on the three variables (El Comercio, La Hora, El Extra) taken as samples of this research, we could determine that during the week (October, 5th to 11th 2010) the influence level in “El Comercio” was 41.25%, in “La Hora” was 25%, and in “El Extra” was 33.75%. These percentages allowed us deduce that the influence level of English language on the Ecuadorian newspapers depend much of the size and popularity of each newspaper.
- Concerning the identification of anglicisms more commonly used in Ecuadorian newspapers, we could observe that the most noticeable were: the word *full* with 103 repetitions, the word *pent-house* with 16 repetitions, the word *TV cable* with 10 repetitions, the word *sex shop* with 6 repetitions, and the word *hot*, also with 6 repetitions.
- As for the five most used anglicisms, which were found in the *Ad* sections of each variable, allow us to confirm that, people use anglicisms in their announcements in order to get interest of the public and thus achieve success in their business.

- According to the reference sources used for the etymological analysis, semantic-syntactic and morphological of the selected anglicisms, we confirmed that anglicisms not only come from English origin, but also some of them come from other languages or simply have no origin. E.g. ABBREVIATIONS (Mr. → Mister , DVD → Digital video disc; PT → Physical training; physical therapy; physical therapist).
- Through time, anglicisms that are adapted to our language have become part of our daily communication process, some of them have already been accepted by Dictionary of the (Real Academia de la Lengua Española), but other, due to they have fallen into disuse and do not allow the use of new words from other languages have been proposed to be suppressed.
- Most of the anglicisms used in our language are vulnerable to morphological changes, this is because in Spanish people write the words according to the pronunciation of the same ones and sometimes without suffering semantic changes. For example, chat**ear**, lunch**ar**, sex**ar**.
- Relating to the sections of Ecuadorian newspapers, we could determine that, one of the most used sections by anglicisms was the *Ad* segment, this is because any kind of announcement in the newspaper is less expensive than other media.
- Concerning the level of acceptance Ecuadorians have towards the use of anglicisms in newspapers, we have been able to

verify that the level of acceptance by Ecuadorian people is influenced by people's age and the economic, social, cultural, and geographical conditions each person belongs to.

- Finally, through this investigation, we have realized and we are conscious that the use of anglicisms in our communication process not only help us to understand better the daily change of the language, but also impoverishes our language, and therefore our cultural identity is dying.

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## ANNEXES

### Chart One

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

**Subvariable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

**Authors:** Nelson Gustavo Topa S.

Yandre Wilson Zhunio Q.

### Chart Two

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

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

**Authors:** Nelson Gustavo Topa S.

Yandre Wilson Zhunio Q.

### Chart Three

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

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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### Chart Four

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

**Subvariable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Five**

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

**Subvariable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Six**

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

**Subvariable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Seven**

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

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Eight**

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

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>No. veces que se repite la palabra</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Nine**

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

**Subvariable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Ten**

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

**Subvariable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Eleven**

**Variable:** Tabloid “El Extra”

**Subvariable:** News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Twelve**

**Variable:** Tabloid “El Extra”

**Subvariable:** Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Thirteen**

**Variable:** Tabloid “El Extra”

**Subvariable:** Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Fourteen**

**Variable:** Tabloid “El Extra”

**Subvariable:** Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Fifteen**

**Variable:** Tabloid “El Extra”

**Subvariable:** Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word repetition number</b>	<b>Title of the article</b>	<b>Date</b>

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**Chart Sixteen**

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

	<b>Section</b>	<b>f</b>	%
<b>Anglicisms</b>	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

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**Chart Seventeen**

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

	<b>Section</b>	<b>f</b>	%
<b>Anglicisms</b>	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

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### Chart Eighteen

**Variable:** Tabloid Sensacionalista “El Extra”

<b>Anglicisms</b>	<b>Section</b>	<b>f</b>	<b>%</b>
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

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**Chart Nineteen**

<b>Anglicisms</b>	<b>Word repetition number</b>
<b>TOTAL:</b>	

**Authors:** Nelson Gustavo Topa S.

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