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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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Abstract

The research performed was "A descriptive analysis of anglicisms used in Ecuadorian newspapers". The purpose of this investigation is to recognize how Spanish can be altered with the influence of the English language in newspapers, and the unnecessary use of these foreign expressions in the Ecuadorian printed press.

The research took place in the city of Quito. The samples were three different newspapers, which are commonly read by the majority of the citizens of Quito. These samples were continuously collected during seven days.

In this thesis, four types of research methodology had been used such as: the scientific, bibliographic, analytic and descriptive. Note taking, collection of bibliographic information, personal interview and public surveys; had also been used as techniques to gather information.

After a thorough analysis of the results. I came to the conclusion that in the area of sports and technology, the use of English words are essential and necessary as we have no translation for these terms. However, in all other areas, there is the correct or equivalent word in Spanish to be used instead the English one. The continuous and frequent use of English expressions in our language would lead to the fact that those borrowed terms will be part of our original mother tongue.

Introduction

"A descriptive analysis of anglicisms used in Ecuadorian Newspapers" is a topic of great importance nowadays. Anglicisms are English words that have been regularly used in our language.

The use of English terms is necessary in certain areas such as sports and technology. On the other hand, the use of these terms for purely the purpose of making the Spanish language to look more fashionable is not acceptable and their use is unnecessary.

In relation to the topic some previous studies had been wrote, such as: "Anglicisms in Business Sings, Banners and Billboards", "Archaims and Anglicisms in the Spanish Spoken in Ecuador", "Anglicismos en el Deporte" and "El Anglicismo en la Lengua Española".
Excellent articles have been performed about the inappropriate use of the Spanish language as in "Vicios del language". This writing refers to the factors that alter the normal fluency of the language communication. The other publication was "un millar de anglicismos", this dictionary recollects many terms and utterances that are borrowed from English and converted into Spanish.

This topic is very interesting to be researched since the world is experiencing a quick development in the science area, the growing of technology, cultural and commercial exchanges; have made that languages can not be isolated from one another. As a result, many

terms from the English language have been taken or adapted to our Spanish language.

The purpose of this research is to carry out a descriptive, linguistic and social analysis of the written language used in Ecuadorian newspapers. The analysis is based on words or phrases of English, which most frequently appear in newspapers articles.

This topic is not only important to UTPL; it is also a personal interest that led me to know how a language can be altered with the more frequent use of loanwords in the writing of the newspapers. This reason made me to acquire knowledge to carry out this research and to be prepared in order to obtain my professional degree.

In this study, several methods were used to obtain the results of the investigation: scientific, bibliographic, analytic and descriptive methods were applied. Meanwhile note taking, direct observation, interviews and surveys were used as techniques.

The completion of the project was very demanding in terms of time. Finding the examples of anglicisms in the articles and analyzing their meaning in a particular context, was also a great effort.

Determining the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers, it is a fact that all the loanwords found in the analysis came from the English language.

In the process of identifying the most commonly syntactic and lexical anglicisms, it was concluded that there was a determined number of repeated terms especially in the Ads section.

To make a deep analysis of the anglicisms found in Ecuadorian newspapers about etymological, syntactic-semantic, and morphological aspects, it was required to perform an extensive linguistic analysis given to thirty anglicisms taken from each one of the variables.

In order to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used; it was necessary to do a quantitative analysis with frequencies and percentages in every section. It could be identified the sub variable Ads with the highest number of anglicisms.

To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers; there was a survey trying to interview five learned readers and one linguistic. They had different opinions about this topic but as a general idea, they agreed with the use of anglicisms in Ecuadorian newspapers but only when their usage is needed and justified.

Methodology

The research "A descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers" started when this topic was introduced to the students during the last cycle. Therefore, it was possible to obtain information and find related details about this theme.

The first part of the current project started with the search of bibliographical information related to the topic. This section was called Theoretical Background, which was performed with theories, ideas, and previous studies about the theme of study. Afterwards this kind of information was useful to support the process investigation.

The field research was performed in the city of Quito with the most important newspapers read by the population. Three different newspapers were selected: A National newspaper "Diario EL Comercio", a local newspaper "Diario Ultimas Noticias", and finally a tabloid " Diario Extra.

This project was carried out recollecting day after day newspapers in a period of a week. During this time the articles were read and analyzed to find anglicisms in them. Once the anglicisms were found, they were organized according the section they belonged. This part of the research was the qualitative tabulation of the results. The anglicisms found were tabulated in charts with the following information: the Anglicism, the context where the term was found, times of repetition, title of the article and date (Annex 2).

After that, the frequencies and percentages of every section were presented in statistical tables according their variable. This study was known as the quantitative tabulation of the results, which represented the number of anglicisms that appeared in each one of the sub variables. (Annex 2). At the same time it was performed an interview to a linguistic and to five learned readers about the use of anglicisms in the Spanish Language and their interference in Ecuadorian newspapers. (Annex 1).

The techniques used during the performing of this research were reading, bibliographical researching, selection the best information, tabulation, and finally surveys.

The data obtained in the field investigation were used as the basis to perform the analysis of the results. This investigation incorporated the Linguistic analysis. In this part, ten (10) anglicisms were chosen from each one of the three variables. Those loanwords were analyzed in etymological, syntactic-semantic, and morphological manner.

After that, a comparative analysis of the variables and sub variables about their frequencies and percentages, was performed.

Finally, a sociological analysis was considered with the opinions and criteria given by the learned readers and the commentaries provided by the linguistic. These hypotheses were related to the use of borrowing words and how they may change the Spanish language.

Results

This part of the research refers to the anglicisms found in the different newspapers during the field research.

The investigation took place in the city of Quito with three of the most important newspapers such as "Diario EL Comercio", "Ultimas Noticias", and the tabloid "El Extra". They were called variables, at the same time they were divided in sections or sub variables. News, ads, reports, social pages, and sports were the sections in which anglicisms were carefully analyzed.

All the anglicisms found were organized and tabulated in charts according the variable and section they belonged. Finally, a quantitative tabulation was performed with the frequencies and percentages of anglicisms in each one of the sections.

Chart One
Variable: National Newspaper: El Comercio
Subvariable: News

Anglicisms	Examples	Times	Title of the article	Date
malls	los **malls** de Quito se anclan a las ofertas	3	Negocios	14/12/2009
outlet	el el Granados **outlet**	1	Precios tientan al cliente	14/12/2009
mitin	tras un **mitin** político	3	Berlusconi agredido	14/12/2009
Human rights	**human right** solicita reformar el proyecto de ley	1	Proyecto a reformarse	15/12/2009
kilobyte	el precio del **internet** por hora	3	Enegía alternativa	16/12/2009
shopping	la gente va de **shopping**	3	compras navideñas	17/12/2009
lider	**Lider** del abierto de sudáfrica	1	Golf	18/12/2009
Republic	en su libro de Banana **Republic** a la No Republica	1	Rafael Correa lanza su libro	17/12/2009
stock	la garantia técnica y el **stock** de repuestos	1	El equipamiento de 115 ambulancias	15/12/2009
record	El correo batió el **record** de envíos	2	En breve	15/12/2009
internet	los sitios de **internet** que incitan a la violencia	2	El ataque a Berlusconi abre debate	15/12/2009
stock	gran parte del **stock** se encontraba en bodegas	2	Consumismo en el Ecuadro	18/12/2009
gasoil	para la importación de **gasoil**	4	Demanda de derivados	19/12/2009
9nternet	tengo que navegar en **internet**	3	crisis energética	20/12/2009
cibercafe	para buscar un **cibercafe**	2	crisis energética	20/12/2009
country	siguieron al la banda **country**	1	Dixie chicks en un documental	20/12/2009

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Chart Two
Variable: National Newspaper: El Comercio
Subvariable: Ads

Anglicisms	Examples	Times	Title of the article	Date
full	modelo **full** equipo	16	automobile	14 to 20 Dec
leasing	con la posibilidad de **leasing**	5	real state	14 to 20 Dec
call center	se necesita joven para **call center**	8	job and services	14 to 20 Dec
work and travel	**work and travel** solicita personal	8	job and services	14 to 20 Dec
manager	**manager** en productividad	3	job and services	14 to 20 Dec
suites	hermosas **suites** en la playa	14	real state	14 to 20 Dec
laptop	impresora mas **laptop** 500	17	products	14 to 20 Dec
wireless	memoria **expandible** y **wireless**	6	products	14 to 20 Dec
Ram	**Ram** 2GB y teclado	14	products	14 to 20 Dec
Sexy	Se vende **sexy** lenceria	11	products	14 to 20 Dec
Sportman	Con experiencia y licencia **sportman**	5	job and services	14 to 20 Dec
Discman	de oportunidad reproductor de peliculas **discman**	1	products	14 to 20 Dec
Plotter	se ofrece servicio de **plotter**, gigantografias	7	products	14 to 20 Dec
garage	ventas de **garage**	3	products	18/12/2009
diseñador web	se requiere diseñador **web** con experiencia	2	job and services	19/12/2009
show	Mariachi **Show**	3	job and services	20/12/2009
marketing	Busca persona para su departamento de **marketing**	4	job and services	20/12/2009
bodys	fajas y **bodys** en todas las tallas	2	products	20-12--2009

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Chart Three
Variable: National Newspaper: El Comercio
Subvariable:
News   Social Pages

Anglicisms	Examples	Times	Title of the article	Date
web	se la pudo ver en la **web**	2	Actriz contrajo matrimonio	14/12/2009
swing	durante sus ejecuciones de **swing** y	1	Baile de celebración	14/12/2009
stress	para evitar el **stress**	2	jet set	15/12/2009
sex-symbol	el **sex symbol** de la pantalla	1	Farándula	16/12/2009
tattoo	se realizo el **tatto** en honor a ella	2	Farándula	16/12/2009
miss	en el **miss** continente americano	2	Nuevo concurso de belleza	16/12/2009
marketing	el departamento de **marketing**	1	Presentación del producto	17/12/2009
hit	con el lanzamiento de su nuevo **hit**	3	Beyonce con nuevo album	19/12/2009
show	que nos trae su **show**?	2	En exclusiva	18/12/2009
break dance	a través del **break dance** demuestran	3	Zona Urbana	18/12/2009
pop	esta banda de **pop** se formo	2	En Exclusiva	18/12/2009
graffiti	este arte en **grafiti** revela	4	Chismografo	18/12/2009
junior	el analista **junior** junto a su familia	1	jet set	20/12/2009
fan	cientos de **fans** le esperaron a la..	2	Farándula	20/12/2009

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Chart Four
Variable: National Newspaper: El Comericio
Subvariable: Reports

Anglicisms	Examples	Times	Title of the article	Date
estrés	El **estrés** opaca festejos de Navidad	5	Salud preventiva	15/12/2009
bumerán	mi **bumerán** es comprear	2	Mi bmerán es comprear	20/10/2009
facebook	o visite nuestra página en **facebook**	1	Falta cinco días para la navidad	20/10/2009
fitness	nuevos ritmos en el **fitness**	2	Bailer para recuperar la figura	20/10/2009
pop	salsa, **pop** quebraditas	2	No solo para el cuerpo hay baile	20/10/2009
esquis	durante dos a cuatro semanas en **esquís**	1	El polo norte	20/12/2009
Internet	según describió en su sitio de **Internet**	7	El polo norte	20/12/2009
web	se apoderaron de la **web**	3	Los muppets se apoderaron de la web	20/12/2009
twitter	en portales como **Twitter**	3	Los muppets se apoderaron de la web	20/12/2009
boom	tuvo su **boom** en los años	2	Los muppets se apoderaron de la web	20/12/2009
pop	no importa si el género es **pop**, jazz o rock	1	Noche buena con su propia banda sonora	20/12/2009
jazz	no importa si el género es pop, **jazz** o rock	1	Noche buena con su propia banda sonora	20/12/2009
rock	no importa si el género es pop, jazz o **rock**	1	Noche buena con su propia banda sonora	20/12/2009
filme	adjudicaron cuatro nominaciones al **filme**	1	James Cameron regresó	20/12/2009
bluetooth	tecnología inalámbrica **Bluetooth**	2	Tecnología	20/12/2009
ringtones	tonos polifónicos y **ringtones**	1	Tecnología	20/10/2009
slider	este equipo de formato **slider**	1	tecnología	20/10/2009
phising	ataque de un **phising**	1	Navegación	20/12/2009
hacker	el propio **hacker** se encargó de difundir	1	Navegación	20/12/2009
smarthphones	el uso de **smartphones** bajo el sistema Linux	2	El celular facilita el trueque virtual	20/12/2009
chats	y en los **chats** a traves de mensajeria instantanea	1	el primer emoticon	20/12/2009
software	el 66% de del **software** es ilegal	7	Informática	20/12/2009
malls	de compras en el **mall** se complica mas	2	Navidad complica el viaje en taxi	20/12/2009

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Chart
Five
Variable: National Newspaper: El Comercio
Subvariable: Sports

Anglicisms	Examples	Times	Title of the article	Date
fútbol	para mundial de **fútbol** se alistan amistosos	10	Mundial	14/12/2009
futbolista	el nivel competitivo del **futbolista**	5	Pichincha mejoro en su dirigencia	14/12/2009
máster	se inician finales del **Máster** de Ecuajunior	2	Se inician campeonato en Quito	14/12/2009
corner	mediante un **corner**	6	Goleada en racha seguida	15/12/2009
club	el jugador prestó sus sevicios en el **club**	8	Mercado de jugadores se mueve	16/12/2009
		6	Listos grupos de Copa Libertadores	17/12/2009
		6	Champons League en fase de clubes	17/12/2009
raquetbol	se inaguró el certamen de **ratquebol**	4	Ecuador triunfa en mundial de racquet	18/12/2009
future	en Quito habría un **future**	2	tenis ecuatoriano	17/12/2009
country club	se desarrollo en el **Country Club** de Liga	5	Tenis ecuatoriano	17/12/2009
hat trick	el jugador logró su primer **hat trick**	3	El destino del Bieler aun incierto	19/12/2009
ring	ocho boxeadores subirán al **ring**	2	Desafio en el coliseo	20/12/2009
sparrring	será el **sparring** para la pretemporada	1	Preparación de cara al nuevo campeonato	20/12/2009
set	el partido se jugó en tres **sets**	2	Semifinal de tennis	18/12/2009
estándar	se debe cumplir un tiempo **estándar**	1	Los ciclistas cierran su año deportivo	16/12/2009
racquet	Ecuador triunfa en mundial de **racquet**	2	Deportes	18/12/2009
junior	Mundial **Junior** de Racquetbol	1	Deportes	18/12/2009
karting	La torneo de **karting** reunirá	2	En breve	18/12/2009
derbi	emocionte **derbi** del 2008	3	Internacional	19/12/2009
rally	con emocionantes corredores de **rally**	2	Rally en Chile-Argentina	20/12/2009

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Chart Six

Variable: Local Newspaper: Ultimas Noticias

Subvariable: News

Anglicisms	Examples	Times	Title of the article	Date
cd	manualidades, o un **CD** grabado	3	Mas consejos	14/12/2009
sandwich	en la venta de **internet** y hot dogs	2	Comida Chatarra	14/12/2009
best seller	en la presentación del **best-seller**	2	Acontecimientos	15/12/2009
drag queen	con su vestimenta de **drag queen**	1	Acontecimientos	15/12/2009
slogan	haciendo alusión al **slogan** de campaña	1	Noticias Nacionales	16/12/2009
pop	en homenaje al rey del **pop**	4	Aun hay dudas fallecimto	16/12/2009
broker	ha sido el **broker** por muchos años	3	Seguridad	17/12/2009
kilobyte	de mas capacidad en **kilobytes**	2	Tecnologia	17/12/2009
web	en la **web** hay mensajes como	5	Robos Informáticos	18/12/2009
internet	el servicio de **internet** contarára con	4	Seguro Social y Fondos	18/12/2009
lider	el **lider** de derecha	2	Política económica	19/12/2009

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Chart seven

Variable: Local Newspaper: Ultimas Noticias

Subvariable: Ads

Anglicisms	Examples	Times	Title of the article	Date
laptop	flamantes **laptops** a	17	products	14 to 20 dec
internet	cabinas, llamados por **internet**	20	products	14 to 20 dec
cyber	**cybers,** toda operadora	12	products	14 to 20 dec
cd movil	se alquila **cd movil** , garantizamos	14	products	14 to 20 dec
outlet	**outlet** ropa americacana	6	products	14 to 20 dec
show	**show** inolvible	3	Jobs and services	17/12/200
sponsor	Somos **sponsor** de	2	jobs and services	18/12/2009
garage	departamento en el norte, **garage**	1	rental state	18/12/2009
confort	siente el **confort** con este sillón	2	products	19/12/2009
comic	de oportunidad **comics**	1	products	19/12/2009

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Chart Eight
Variable: Local Newspaper:Ultimas Noticias
Subvariable: Social pages

Anglicisms	Examples	Times	Title of the article	Date
pop	con un **pop** que se refleja	2	Las dos caras de Fernandez	14/12/2009
shows	Con un **show** de Nirvana	3	Un gran recuerdo de los noventa	14/12/2009
rock	un gran concierto de **rock**	3	Un gran recuerdo de los noventa	14/12/2009
roqueros	para ese cuarteto de **roqueros**	2	Retribucion Metallica	14/12/2009
DVD	junto al **DVD** en estuche especial	3	Retribucion Metallica	14/12/2009
comic	salio a la venta el **comic**	3	El arte del dibujo	15/12/2009
camping	con el equipamiento de **camping**	2	De viaje a la serrania	16/12/2009
reality	el nuevo **reality** de la televisión	3	Cotorreando	17/12/2009
chip	el **chip** mejoraria el desempeño	4	Microprocesadores de alta gama	19/12/2009
wireless	con capacidad de navegación **wireless**	2	Consolas de video	19/12/2009
wi fi	en lugares con cobertura **wi fi**	2	Redes inalambricas	19/12/2009
top model	con la presencia de famosas **top models**	2	Cotorreando	19/12/2009
video clip	el artista grabó su video **clip**	2	Cotorreando	19/12/2009
stand	las novedades que cada **stand** presentaba	3	Ferias	19/12/2009

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Chart Nine
Variable: Local Newspaper: Ultimas
Noticias
Subvariable: Reports

Anglicisms	Examples	Times	Title of the article	Date
Restaurant	en el **restaurant** de comidas típicas	3	Sitios de alojamiento	15/12/2009
Hobby	su principal **hobby** es bailar	2	El gusto de las momtañas	16/12/2009
laptop	las **laptop** son las preferidas por los ladro	4	De viaje por nuestro país	18/12/2009
Internet	en el **internet** se pueden conocer las rutas	3	Noticiasde la Super de Compañias	19/12/2009
web	el sitio **web** de la organización	2	Nuevos proyectos	19/12/2009
reality	es un **reality** que divertirá a la gente	2	En Boga	19/12/2009
light	lo **light** marca el consumo y oferta de la	2	Vida Sana	20/12/2009

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Chart Ten
Variable: Local Newspaper:Ultimas Noticias
Subvariable: Sports

Anglicisms	Examples	Times	Title of the article	Date
Premier	A Valencia le va bien en la **Premier**	2	Noticias Tricolores	14/12/2009
Junior	El Quito Junior **Open**	3	Al cierre	14/12/2009
Open	El Quito Junior **Open**	3	Al cierre	14/12/2009
Tenis	La Confederacion Sudamericana de **Tenis**	4	Al cierre	14/12/2009
set	se llevó la victoria en el tercer **set**	2	Al cierre	14/12/2009
chip	los corredores llevaran el **chip**	5	Marathon en el Sur	15/12/2009
Club	el **club** de futbol argentino	4	A un paso de ser campeon	15/12/2009
futbol	Asociacion del **fútbol**	6	La situación de los equipos	15/12/2009
derbi	todo listo para el gran **derbi**	2	Dos grandes se enfrenta	16/12/2009
play off	se jugaran los **play offs** para la temporada	3	Con ventaja para las finales	16/12/2009
centro foward	el equipo busca un **centro forward**	1	Contrataciones	17/12/2009
performance	pero pese a su mala **performance,**	1	Internacional	18/12/2009
	se mantiene como el mejor			

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Chart Eleven
Variable: Tabloid "El Extra"
Subvariable: News

Anglicisms	Examples	Times	Title of the article	Date
crack	Fueron detenidos con **crack**	3	Detenidos brujos	14/12/2009
gay	Abaleado **gay** en la perimetral	2	Asesinato en Guayaquil	14/12/2009
watt	el foco normal consume 100 **watts**	1	Ahorre Luz	15/12/2009
adrenalina	la **adrenalina** se aceleraba mientras	2	Operativo en Bastión Popular	16/12/2009
e-mail	se escribian a trves de **e mails**	3	Muerte llegó a la vuelta de su casa	17/12/2009
poster	e**l poster** de su artista favorito	2	El sabor de Don Viche	17/12/2009
strés	el occiso sufria de llanto y **strés**	1	Tragedia en Daule	18/12/2009
shopping	se iba de **shopping** cuando ocurrió	2	Robos en el norte de Guayaquil	19/12/2009
manager	acudió junto a su novio y nuevo **manager**	2	Famosos	19/12/2009

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Chart Twelve
Variable: Tabloid El Extra
Subvariable:
News   Ads

Anglicisms	Examples	Times	Title of the article	Date
sexy	**sexy** tienda	16	sexual services	14al 20 -2009
suite	alquilo centro, **suites**	14	real state	14al 20 -2009
rentacar	aprovecha **rentaca**r navideño	7	automobile	14al 20 -2009
discjockey	Luis López el mejor **discjokey**	3	jobs and services	15/12/2009
cybers	Cabinas telefónicas, **cybers**	5	products	15/12/2009
laptop	**Laptop** LG , como nueva	4	products	15/12/2009
beagles	perros de raza, **beagles** shitzus	1	pets	16/12/2009
garage	se arrienda piezas con **garage**	2	products	17/12/2009
offset	gigantografñias , **offset**	3	products	17/12/2009
Fantasy	Real **fantasy**	3	sexual services	18/12/2009
top model	quisieras parecerte a una **top model**	2	products	19/12/2009

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Chart Thirteen
Variable: Tabloid El Extra
Subvariable:
News   Social pages

Anglicisms	Examples	Times	Title of the article	Date
ranking	Su canción es la primera en el **ranking** musical	1	la canción mas exitosa	15/12/2009
internet	Circula por la **interne**t sus fotos	3	escándalo de actriz	16/12/2009
teen	Ecuador gana miss **teen** America	2	Ecuador gana corona	16/12/2009
miss	Ecuador gana **miss** teen America	2	Ecuador gana corona	16/12/2009
web	publicó su página **web**	2	Nueva sitio de publicidad	17/12/2009
playboy	las conejitas de **playboy** deleitaron	3	Gran compañía del magnate	18/12/2009
casting	realizó un **casting** en televisión	2	Farándula	19/12/2009
sketch	estan preparando el nuevo **sketch**	4	Farándula	19/12/2009
topless	la modelo poso en **topless**	2	Calendario caliente	19/12/2009

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Chart Fourteen
Variable: Tabloid El Extra
Subvariable:
News   Reports

Anglicisms	Examples	Times	Title of the article	Date
blog	es un **blog** dedicado a la música	3	Laboratorios de droga	17/12/2009
	cine y al teatro.		Videoconferencias	18/12/2009
software	en el mundo del software	2	Laboratorios en el Ecuador	19/12/2009
staff	se incorporó al **staff** de conductores	1	Farándula	19/12/2009
	en el programa de la mañana			
internet	a través de la internet	4	Se puede rastrear carros robados	19/12/2009

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Chart Fifteen
Variable: Tabloid El Extra
Subvariable: Sports

Anglicisms	Examples	Times	Title of the article	Date
master	en el torneo master	2	Internacional	14/12/2009
penalti	con un gol del crack argentio	3	Fianal de infarto	15/12/2009
crack	por el precio del crack	3	Leonel Messi el mejor del mundo	16/12/2009
récord	el futbolista es todo un recordman	2	No hay propuestas claras	16/12/2009
sponsor	los **sponsors** del deporte ecuatoriano	2	Equipos con menos ingresos	16/12/2009
fútbol	el campeonato ecuatoriano de futbol	5	Propuestas de campeonato	17/12/2009
gol	con el único gol se salvo la tarde	7	Internacional	17/12/2009
hat trick	con su hat trick en la copa sudamericana	2	Aun no definido equipo	18/12/2009
derbi	el derbi se jugará con casa llena	2	Dos grandes de Europa	19/12/2009
web	en la página web oficial del equipo	3	Quieren 2 millones por el jugador	19/12/2009
rally	el próximo rally de Dakar se llevará	4	Otra vez en sudamerica	19/12/2009

Author: Patricio Corella A.

The Most Frequent Anglicisms (in all variables)

Chart nineteen

Anglicisms	Times word repeated
internet	47
laptop	38
suite	28
sexy	27
club	24
futbol	21
web	18
cyber	17
full	16
Ram	14
cd movil	14
show	11
pop	11
software	9
chip	9
work and travel	8
wireless	8
call center	8
rentacar	7
Plotter	7
outlet	7
gol	7
derbi	7
rally	6
garage	6
crack	6
corner	6
sportman	5
shopping	5
reality	5
móvil	5
marketing	5
malls	5
leasing	5
kilobyte	5
junior	5
hat trick	5
futbolista	5
estrés	5
country club	5
top model	4
Tenis	4
sketch	4

set	4
sponsor	4

raquetbol	4
miss	4
master	4
grafiti	4
gasoil	4
comic	4
twitter	3
stock	3
Restaurant	3
playboy	3
play off	3
penalti	3
open	3
offset	3
mitin	3
manager	3
lider	3
hit	3
Fantasy	3
e-mail	3
DVD	3
discjockey	3
cd	3
broker	3
break dance	3
stand	3
light	2
wi fi	2
video clip	2
topless	2
teen	2
tattoo	2
stress	2
smarthpjones	2
sandwich	2
roqueros	2
ring	2
récordman	2
record	2
racquet	2
Premier	2
poster	2
mánager	2
karting	2
Hobby	2
gay	2
future	2
fitness	2
fan	2
diseñador web	2
confort	2
cibercafe	2
casting	2

camping	2
bumerán	2
boom	2
bodys	2
bluetooth	2
best seller	2
adrenalina	2
watt	1
swing	1
strés	1
staff	1
sparrring	1
slider	1
sex-symbol	1
ringtones	1
Republic	1
ranking	1
phising	1
jazz	1
Human rights	1
hacker	1
filme	1
facebook	1
estándar	1
esquis	1
drag queen	1
slogan	1
Discman	1
country	1
chats	1
centro foward	1
beagles	1
Total (131)	

Author: Patricio Corella A

DISCUSSION

This is the main part in the process investigation. In the following chapter the theories, definitions, ideas, and hypothesis acquired in the recollection of bibliographical information, will support the analysis of the results obtained from the field research.

First, the Theoretical Background will be focused on, after that, the Description and Analysis of Results and finally some conclusions will be stated from the whole research.

Theoretical Background

This is the section that is related to the bibliographic investigation, which contains information obtained from books, essays, journals, internet, and previous studies. This type of knowledge was correctly documented and quoted to avoid plagiarism.

Language

The Education and Career Information Portal states "language is considered to be a system of communicating with other people using sounds, symbols and words in expressing a meaning, idea or thought. This language can be used in many forms, primarily through oral and written communications as well as using expressions through body language".

In addition, according to Encyclopedia Britannica (2009), language is the system of conventional spoken or written symbols where human beings, as members of a social group and participants in its culture express themselves. The functions of language comprise communication, the expression of identity, play, imaginative appearance, and emotional release.

To complement with the previous ideas, Richards and Schmidt (2002) describe the human language as "the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units, e.g. morphemes, words, sentences, utterances".

Linguistics

Crystal (2001) says that Linguistics is the scientific study of language. It tries to answer the question- what language is and how it is represented in the mind. Linguistics focuses on describing and explaining language and is not concerned with the prescriptive rules of the language (do not split infinitives). Linguistics is not required to know many languages and linguistics are not interpreters.

The underlying goal of the linguists is to try to discover the universals concerning language. That is, what are the common elements of all languages? The linguistic then tries to place these

elements in a theoretical framework that will describe all languages and also predict what can not occur in a language.

According to this, Crystal (2001) says that Linguistics is a social science that shares common ground with other social sciences such as psychology, anthropology, sociology, and archaeology. It also may influence other disciplines such as English, communication studies and computer science. Linguistics for the most part though can be considered a cognitive science; linguistics is ultimately concerned with how the human brain functions

Branches of Linguistics

Concerning Morphology, Hymes (1971) argues that it is the study of word formation and structure. It studies how words are put together from their smaller parts and the rules governing this process. The elements that are combining to form words are called morphemes. A morpheme is the smallest unit of meaning you can have in a language. The word cats, for example, contains the morphemes cat and the plural –s.

In the same way, Richards and Schmidt (2002) state Morphology as the study of morphemes and their different forms as the allomorphs and the way they combine in word formation. For example, the English word unfriendly is formed from *friend*, the adjective-forming suffix –*ly* and the negative prefix *un-*.

In other aspect Hymes (1971) explains that Semantics is the study of meaning. It is concerned with describing how we represent the meaning of a word in our mind and how we use this representation in constructing sentences. Semantics is based largely on the study of logic in philosophy,

There are many different approaches to the way in which meaning in language is studied. Philosophers, for instance, have investigated the relation between linguistic expressions, such as the words of a language, and persons, things and events in the world to which these words refer.

According Richards and Schmidt (2002), linguists have investigated, for example, the way in which meaning in a language is structured and have distinguished between different types of meanings. There have also been studies of the semantic structure of sentences as the case of prepositions.

In recent years, linguists have generally agreed that meaning plays an important part in grammatical analysis but there has been disagreement on how it should be incorporated in a grammar

Other important branch of Linguistics is Syntax. According to Richards and Schmidt (2002) "Syntax concerns the ways in which words combine to form sentences and the rules which govern the formation of sentences, making some sentences possible and others not possible within a particular language". In addition, the Concise Oxford Dictionary of Linguistics (2007) states that "Syntax is the

study of the grammatical relations between words and other units within a sentence", adding to this idea, Wekker (1996) states that syntax may be defined as:

a) Determining the relevant component parts of a sentence.

b) Describing these parts grammatically.

The component parts of a sentence are called constituents. In other words syntax involves the two closely related tasks of: -breaking down the sentence into it constituents and -assigning some grammatical label to each constituent, stating what type of constituent (or grammatical category) it is, and what grammatical functions it has.

The same author argues that the definition of syntax implies that we start from what is regarded as the largest unit of syntactic description – the sentence- and proceed until we arrive at the smallest meaningful unit; this is in a hierarchy form.

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Sentence⟹Clause ⟹Phrase ⟹ Word ⟹ Morpheme

Continuing the field of study of Syntax, Richards and Schemidt (2002) explains that one of the major goals of linguistics is to identify the syntactic regulations of a language and to provide descriptions that group together those words in a sentence which hang closely together both formally and semantically, these groups are called constituents. Summing up to this idea Burneo (2008) says that the

Syntax theories are concern with the study of small units and their relationship, that provide syntactic rules to explain the hierarchical structure of sentences in order to be grammatically correct.

Finally Richards and Schemidt (2002) explains that the study of syntax has been perhaps the most active branch of linguistics for the past half century and disputes concerning syntax and the ways in which it is to be represented have been the basis of many theoretical proposals and controversies.

Equally important, according to Burneo (2008), Pragmatics is the branch of linguistics that study the hole language used in the communication, this branch of the linguistic revises the relation between utterances and the social context in which they are produced so pragmatics deals with a sentence or linking word.

Moreover Richards (2002) says that Pragmatics also includes the study of how speakers use and understand speech acts and how the structure of sentences is influenced by the relationship between the speaker and the hearer

Hymes (1971) says that Phonology is the study of the sound patterns of language. It is concerned with how sounds are organized in a language. Phonology examines what occurs to speech sounds when they are combined to form a word and how these speech sounds interact with each other. It tries to explain what these phonological processes are in terms of formal rules.

Morphological procedures

Lahne (2006) says "In linguistics, morphology is the study of inflectional forms, parts-of-speech (lexical categories) and word formation". Along with the last ideas Crystal (1994) mentions affixation as "the three possible types of affix are: those which occur before the root or stem of a word (prefixes), those which occur after (suffixes) and those which occur within (infixes)". Besides Lahne (2006) adds some morphological concepts such as:

Root: morpheme which carries lexical meaning, typically belongs to a lexical category.

Example: think is the root

- Simple word/simple stem: word made up of exactly one root morpheme.

Example: think

- Complex word/ complex stem: word which consists of more than one morpheme, i.e., a root morpheme +one or more affixes. Ex.: thinkable, unthinkable in are complex

- Base: form to which an affix is added; can be a root or a complex word.

Example: think is the base for think-able, think-able is the base for un-think-able

(*un-think cannot be the base, as it has a different meaning: unthinkable doesn't mean 'possible to revise one's opinion', but 'impossible to think')

Regarding to types of word formation Lahne (2006) says about word formation as "the study of the structure of complex words, concerned with the rules of combining smaller building blocks to form bigger units, can be called word syntax".

Likewise, Richards (2002) argue that derivation is the formation of new words by adding affixes to other words or morphemes, for example, the noun insanity is derived from the adjective sane by the addition of the negative prefix in- and the noun-forming suffix –ity. Derivation typically results in changes of parts of speech it can be contrasted with inflection, which never changes the lexical category. So according to Lahne (2006) derivation is a word formation process by which a base is combined with an affix to forms a word with a meaning and/or lexical category distinct from that of its base.

The same author cites the compounding as "word formation process by which two or more root morphemes or bases are combined" Compound words are nouns, verbs or adjectives (with very few exceptions). The morpheme which determines the word category and the meaning of the entire word is called the head of the word. In most compounds, the head is the rightmost morpheme.

Forms of compounds:

- Closed form: elements of the compound appear graphically as one word (lawsuit, wallpaper)

- Hyphenated form: elements of the compound are connected by a hyphen (blue-green, mother-of-pearl, house-builder)

- Spaced form: elements of the compound are separated (distance learning, winter holidays)

Finally Lahne (2006) mention as word formation the Inflection that is a "modification of the form of a word (through affixation, internal change, reduplication or suppletion) to indicate the grammatical subclass to which it belongs. Dominant inflectional process: affixation"

Historical Linguistics

Richards and Schmidt (2002), refers to Historical Linguistics also as Diachronic Linguistics and defines "an approach to linguistics which studies how languages change over time", for example the change in the sound systems of the Romance languages from their roots in Latin (and other languages) to modern times or the study of changes between Early English to Modern British English.

In addition, Wikipedia explains Historical Linguistics as the study of language change having the following considerations:

- to describe and account for observed changes in particular languages;

- to reconstruct the pre-history of languages and determine their relatedness, grouping them into language families (comparative linguistics);

- to develop general theories about how and why language changes;

- to describe the history of speech communities;

- to study the history of words, i.e. etymology.

As a result, the first historical linguistics was comparative linguistics and mainly concerned with establishing language families and the reconstruction of prehistoric proto-languages, using the comparative method and internal reconstruction. The focus was on the well-known Indo-European languages, many of which had long written histories. But since then, significant comparative linguistic work has been done on the Uralic languages, Austronesian languages and various families of Native American languages, among many others. Comparative linguistics is now, however, only a part of a more broadly conceived discipline of historical linguistics. For the Indo-European languages comparative study is now a highly specialized field and most research is being carried out on the subsequent development of these languages, particularly the development of the modern standard varieties.

Language Change

MESA (2008) tells us about the language change certainly we all are aware that English has changed over time. None of us would be able to understand Old English as it was spoken many centuries ago. We also know of words such as chat that our grandparents would not have known about.

A basic assumption in historical linguistics is that languages are constantly changing. Rather than assuming that languages are static, non-changing "things," we need to think about them as one of the most dynamic areas of culture. The same author states an example of how the languages has change over the time with the following example:

- Middle English (1066-1476)

And a litil aftir, thei that stooden camen, and seiden to Petir, treuli thou art of hem; for thi speche makith thee knowun. (The Wycliff Bible, 14th century)

- Early Modern English (1476-1700)

And after a while came vnto him they that stood by, and saide to Peter, Surely thou also are one of them, for they speech bewrayeth thee. (The King James Bible, 1611)

- Modern English

Shortly afterwards the bystanders came up and said to Peter,

'Surely you are another of them; your accent gives you away!"

(The New English Bible, 1961)

The same author reports that the languages changes in many way such as:

Phonological

Old English /mi:s/ , Modern English mice /mais/

• Morphological

Loss of gender distinctions in English, OE: brethren Modern English : brothers

• Syntactic

Loss of subject-verb inversion: OE :'and after a while came vnto him they' Modern English :'and after a while they came....'

• Semantic

OE, Deer: animal; Modern English specific type of animal

In conclusion according Richards and Schmidt (2002), says that there is language chance when language takes place over time. All living languages have changed and continue to change. For example, in English, changes which have recently been occurring include the following:

a) The distinction in pronunciation between words such as *what* and *Watt* is disappearing

b) *Hopefully* may be used instead of I *hope, we hope, it is to be hoped*

c) New words and expressions are constantly entering the language, e.g. *drop-out, alternative society, culture shock*

Language Vice

According Carreño (2004) concerning the systematic study of the communication and the language, he argues that we not only have to be worried in improving the linguistic competence but also it must to be identified and overcome difficulties that dull the language. Carreño mentions the term "Language Vice" as the factors that disrupt the normal flow of verbal communicative experience. These vices defined by the author are usually against the concept of the Rhetoric.

Inside the classification the author divide the vices in three groups: Pragmatic Vices, that is, they occur by the fact of using any form of language outside the convention, and act temporality. The grammatical form may be correct and there is a precise meaning leaving the syntactic and semantic levels covered, but by using old or invented forms, the communication is hindered. They are of two types: archaism and neologisms.

The syntactic vices are the ones that most affect the linguistic communication in the manner that breaks the grammatical structure directly. Examples of syntactic vices are: Catachresis happens when using a word for another, which also exists, though with different meaning.

Solecism are vices of various natures: a) where a phrase "left over" say, for example you must obey your father, rather than obey your father and you) or "missing words (I go, instead of I'm going).

The monotony is the lack of a sufficient vocabulary to deal with a particular communication.

Pleonasm is the meaningless repetition of the same concept with synonymous words or similar phrases. Examples: "Raise up, get down, go outside, time lapse, the difficult problems of a city have no easy solutions".

The Semantic Vices are those who, while not altering the pragmatic or syntactic orders, they obscure the meaning or attack it directly by including foreign words with their equivalent in natural language.

Neologisms

Richards and Schmidt (2002) states neologism as "a new word or expression which has come into a language." It is often difficult to pinpoint the exact year when a neologism appears in a language but it has been suggested that, in English, the word non-standard has been used regularly since about 1923 and the word null-hypothesis since about 1935".

Wikipedia declares neologism from Greek *neo* 'new' + *logos* 'word' Neologisms are often created by combining existing words like compound noun and adjectives or by giving words new and unique

suffixes or prefixes. Neologisms also can be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds.

Neologisms often become popular through young people, through media, the Internet, and gossip, including academic discourse in many fields renowned for their use of distinctive jargon, and often become accepted parts of the language. Other times, however, they disappear from common use just as readily as they appeared. Whether a neologism continues as part of the language depends on many factors, one of the most important of which is acceptance by the public. It is unusual, however, for a word to enter common use if it does not resemble another word or words in an identifiable way.

When a word or phrase is no longer "new", it is no longer a neologism. Neologisms may take decades to become "old", however. Opinions differ on exactly how old a word must be to cease being considered a neologism.

Often neologisms are the result of the releasing of new areas of art, science or technology. For example, the field of computer science brought about a large range of neologisms such as user-friendly, software, floppy disk, etc.

Neologisms form a highly relevant linguistic category for many reasons: they are the elements that make a language living and dynamic rather than dead, they are indicative of language change,

they form a serious obstacle in computational analysis and translation, and they help to show productive morphology of a language.

There are two main goals in the linguistic observation of neologisms. On the one hand, updating existing lexicons and dictionaries with the newly arisen words. And on the other hand the analysis and description of the neologisms themselves in terms of distribution over word-classes, statistics on derivational methods, statistics on loan word origination, etc.

Especially the final type of research depends on the detection of all the neologisms occurring in a given corpus. However, there is no clear definition of what a neologism is – making the detection of all neologisms a far from trivial task.

One of the best attempts at a definition of a neologism is given by Rey (1995), who concludes that there are no objective criteria for being a neologism. Furthermore, there is a classification of neologism definitions formulated by Cabré (1999): a psychological definition (*A neologism is a word that is perceived as new by the language community)*, a lexicographic definition, (*Any word that does not appear in the dictionary is considered a neologism*), a diachronic definition (*Any word-form that appears in a recent general language text, and was not previously part of that language is a neologism.*), and a definition based on a word exhibiting systematic signs of formal or semantic instability. The fact that none of these give fully satisfactory

identity criteria is accepted as an inevitable consequence of applied linguistics, and almost all observation groups take one of the four criteria of Cabré without further discussion.

It is said the a borrowing is the incorporation of a foreign word into a language either having had some phonetic alterations or not, whose foreign origin (at least in the first step of incorporation) is clear to a greater or lesser degree. A common example in this case is the word "fútbol" an English borrowing whose Spanish spelling reflects the English phonetics

It is important to consider the terms **Calque and Equivaltent** in which the "calque" is used for the words or expressions of foreign origin that have been translated literally with a possible lack of sense in the target language, as the translated word is not used with the same sense value and in the same contexts. An example of this is the use of "posición," from English "position" with the sense "puesto de trabajo."

In the other hand "equivalent" is used for those words that, although translated directly, have the same sense value in the Second Language. The term "equivalent" is widely used in the framework of translation theories.

Barbarism: Anglicism

Fischer (2008) explains that Languages respond to the changing needs of communication, following changes in the world and ways of living". The growing influence of English on Latin America is an example of a linguistic change under contact conditions. It can be traced back to political, economic and technological developments, which have been taking place at a growing pace in the past few decades.

Moreover, Wikipedia says, "Anglicisms are loanwords from English into another language. Many times they are a product of faulty translations of printed or spoken in English and sometimes the opposite occurs: are created by the absence of an appropriate word to translate a specific word or term".

Also the webpage comments that these words are very common in the language used by adolescents, due to the influence of regional media and outsiders have about their speech and expression, and in the technical language of science and engineering and software for the many contributions that the countries English speakers do the research and development of new technologies.

Anglicisms are constantly being incorporated into Spanish language they are accepted by the population and spreading by means of phonetic, morphological, and semantic adaptations. They

are not only part of sports dialect but they are starting to be incorporated into other fields, such as:

- Cooking: Burgers, coctel, curry, light, picnic, sandwich, steak, pudding.

- Drugs: cannabis, crack, base

- Automobile: airbag, brake, charter, claxon, scooter, jeep, jet, jumbo, rally.

- Dogs: bulldog, spaniel, cocker

- Fashion: Baby, blazer, blue jeans, body, smoking , nylon, overall, short, topless, unisex

- House: camping , hall

- Literature, best- seller, book, cameraman, comic , slogan, graffiti, pop

- Games: Black jack, boomerang,

- Economics: The economy is another section where there are many loanwords due in part to Currently, the economic data has a special section in every daily life : Bonus, boom, broker

- Business: Leasing, manager, marketing

- Politics, meeting

- Music: disc jockey, beat, compact disc, cassette, player, ipod , stereo, mega bass.

- Computer and software: In the pages of scientific and technological issues appear many loans. Journalists use them because they think that if translate, would lose rigor or

accuracy, and because translation involves using more words such as: back up, byte, giga, mouse, cassette, chip, CPU, desktop, e-mail, flash floppy, wi- fi, microchip, offset, password, walkman, watio, web.

Those concepts are supported according to Oxford English Dictionary (2008) that reports the term anglicism was first used in the 17th century and refers to an expression from English used in another language.

Today the term is commonly associated with the increasing influx of English borrowings from WW II onwards, related to the international role of mainly the United States, and to English as a lingua franca. Opponents of anglicisms often use the term derogatively.

Though anglicism is connected to the word England etymologically, it is generally not only used for anglicisms from England, but also for English loans from all varieties of the English language. Sometimes, in order to specify the origin of an anglicism, the term Americanism is also used for borrowings originating from the United States, this then being a subordinate of the term anglicism.

As with any neologism, an anglicism may undergo certain phases of integration into a language. At first, it is still very new and not known to many speakers. Eventually, it may spread and take part in a process of institutionalization. This process is brought to a close when the word has become part of the common core of the language

(Fischer 1998), by which time, ideally, the anglicism will not be recognized as such any more, and as a consequence, should not be called an anglicism any longer.

Since it is often difficult to decide whether an anglicismhas become a fully accepted word of the vocabulary of a language, especially when only decades and not centuries have passed by, many scholars include all English borrowed expressions in their analysis. However, this procedure is not really satisfying because it goes against the native speaker's intuition.

Foreign Language Interference

Richards & Schmidt (2002) firstly introduce the word "language transfer" in order to explain what foreign language interference is, and states

> The effect of one language on the learning of another. Two types of language transfer may occur. Positive transfer is transfer which makes learning easier, and may occur when both the native language and the target language have the same form. For example, both French and English have the word table, which can have the same meaning in both languages. Negative transfer, also known as interference, is the use of a native-language pattern or rule which leads to an error or inappropriate form in the target language. For example, a French learner of English may produce the incorrect sentence I am here since Monday instead of I have been here since Monday, because of the transfer of the French pattern Je suis ici depuis lundi ("I am here since Monday").

Moreover be in agreement with the last ideas, Ellis (1997) refers to interference as 'transfer', which he says is "the influence that the learner's L1 exerts over the acquisition of an L2". He argues that transfer is governed by learners' perceptions about what is transferable and by their stage of development in L2 learning. In learning a target language, learners construct their own interim rules, states :(Selinker, 1971, Seligar, 1988 and Ellis, 1997) with the use of their L1 knowledge, but only when they believe it will help them in the learning task or when they have become sufficiently proficient in the L2 for transfer to be possible.

Ellis (1997) raises the need to distinguish between errors and mistakes and makes an important distinction between the two. He says that errors reflect gaps in the learner's knowledge; they occur because the learner does not know what is correct. Mistakes reflect occasional lapses in performance; they occur because, in a particular instance, the learner is unable to perform what he or she knows.

The same author suggests that learner language serve as a useful way to investigate L2 acquisition. Learner language, linguistically speaking, refers to "the language that learner produce when they are called on to use an L2 in speech or writing." Learner language may consist of errors, reflecting the gaps in a learner's knowledge. Errors are systematic and predictable, resulting in the construction of some kind of rule, albeit a rule different from that of the target language. Some errors are common in the speech of all L2

learners, such as errors of omission and over generalization; other errors, on the other hand, result from learners' attempt to make use of their L1 knowledge. These kinds of errors are called transfer errors. In the same way Carroll (1964) argues that the circumstances of learning a second language are like those of a mother tongue. Sometimes there are interferences and occasionally responses from one language system will intrude into speech in the other language.

Newspapers and Tabloid

The Wikipedia comments 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. There are often supplementary sections inside that may contain advertising, comics, and coupons to use in order to save some money.

Wikipedia classifies newspapers in some categories as follows: "While most newspapers are aimed at a broad spectrum of readers, usually geographically defined, some focus on groups of readers defined more by their interests than their location": for example, there are daily and weekly business newspapers and sports newspapers. Some specialist newspapers are still weekly, they are

usually free and they are circulated within limited locations .These may serve communities as specific as certain immigrant populations, or certain vulnerable groups.

A daily newspaper is issued every day, rarely with the exception of Sundays and some national holidays. Weekend editions of daily newspapers have a tendency to be larger, include more specialized sections and advertising inserts, and cost more. Typically, the majority of these newspapers' staff work Monday to Friday, so the Sunday and Monday editions largely depend on content done in advance or content that is syndicated. Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers.

Weekly newspapers are common and try to be smaller than daily papers. In the majority, they are newspapers that are published twice or three times a week. In the United States, as well as newspapers are generally still classified as weeklies.

Regarding National newspapers, according to Wikipedia, most nations have at least one newspaper that circulates throughout the whole country: a national newspaper, as contrasted with a local newspaper that serves a city or region.

The same source tells that "There is also a small group of newspapers which may be characterized as international newspapers. Some, such as The International Herald Tribune, have always had that focus, while others are repackaged national newspapers or "international

editions" of national-scale or large metropolitan newspapers." Sometimes these international editions are press to remove articles that won't interest the wider range of readers.

Finally online newspapers are according to Wikipedia "with the introduction of the Internet, web-based "newspapers" have also started to be produced as online-only publications·, Some newspapers are only online and they must be web-published once a day but it needs to be update a regular time and keep to a fixed news format, like a hardcopy newspaper. They must also be only published by professional media companies and regarded under the national and international press rules.

Previous studies

There are several studies regarding Anglicisms in a general way. Some of them are as follows:

UTPL proposed "Anglicisms in Business Signs, Banners and Billboards" as a part of a thesis topic in 2007. Some conclusions in this investigation tells that we don't have to pay attention about the way a word in English sounds but it is a huge the use they can give it to that word in their own benefits and the impact that it causes to their possible customers.

Barbora Katriková from the University of Masarykova explained "Anglicismos en el Deporte". This work has been dedicated to

anglicism in sports. The phenomenon of the anglicisms wakes up the interest of the linguistic of all the countries of the world. In the case of Spain, the influence of the English language is very perceptible and for that reason it is necessary to pay it attention"

The study has centered in sports since in the sport language it is the field of semantics with a great number of anglicisms.
At the beginning, the study has introduced the reader the problem of the borrowings coming from several foreign languages. The author has discovered that today English is the language that contributes to the Spanish language the most.

Another study regarding the topic was done by Markéta Novotná (2007) with the title "El Anglicismo en la Lengua Española". This dissertation was focused on the issue of the anglicisms. This phenomenon plays the key role in the world and the degree of penetration of English is as strong as the terms, or clear English resonances spins are perceptible in almost every language even in the Spanish language. The study has practically tried to observe anglicism in general and theoretical terms.

In this work Novotná defined the neologisms and loans, and then she tried to bring to the readers the problem of foreign voices choosing several examples of the borrowings made from the German, French, Italian, Portuguese, and Catalan but also mentioned other sources which had enriched the Spanish Language.

Finally one very important research that is necessary to mention is "Evidence in the Spanish Language press of linguistic borrowings of computer and Internet-related terms", by Regina Morin (2006) who explains that with the raise of Internet, English has become a source of borrowing of computer terms in many languages, including Spanish. Many of these borrowings are rapidly making their way into the Spanish language press since there were a total of 231 lexical borrowings of different types, all related to broad fields, such as: software, hardware, data and Internet-related terms. These borrowings can be classified as loanwords, calques of various kinds, including loan translations and semantic extension. Many of them have appeared in monolingual Spanish dictionaries and in a number of dictionaries of Hispanic Anglicism.

Description and Analysis of Results

At this part of the research it was able to perform a qualitative and quantitative analysis from the results obtained. With this information it was possible to give own ideas through the etymologic, morphologic, syntactic-semantic as well as sociological analysis.

Linguistic Analysis

This part is related to the qualitative analysis of the anglicisms found in the charts during the field research. A deep analysis was done by selecting 10 anglicisms per variable and then, they were studied in an etymological, semantic and morphological analysis.

The following terms were selected from the three different variables: National, Local newspaper and tabloid. The anglicisms were selected based on their common use and appearance in the written press.

Blog

This word is not accepted by the "Diccionario de la Real Academia Española" (DRAE). Its origin is from 1998 and it is a shortened form of weblog.

"...es un blog dedicado a la música, al cine y a el teatro"

The word "blog" functions either as a noun or as an intransitive verb, in the example above, has a countable noun connotation.

The meaning of the word is an online diary, a personal chronological log of thoughts published on a Web page; also called Weblog.

In Spanish this word has changed to express an action, this is the case of the verb "bloguear" to indicate the action that someone has to do in order create a blog to share the information, opinions, photos.

The equivalence in the Spanish language is "bitácora", term that is less used in the newspapers.

Casting

It is accepted by the DRAE. Originally came from 1250-1300, it is part of the Middle English word cast.

"...realizó un casting en televisión"

The word is a countable noun, and it refers to a presentation where people are qualified according their performance and ability to complete an activity.

The Cambridge dictionary states that "casting" is the selection process for performers: the choosing of actors or other performers for a drama, dance, or other production, usually by audition, interview, or screen test.

Sometimes the last letter is omitted "castin" in a spoken way. The similar words are "audición" or "selección"

Chat

It comes from the verb "to chat" that does not belong to the "DRAE".

Its origin came in the year 1440. Short for chatter Related: Chatted; chatting. As a noun, from 1520´s. Chat room in the online is attested by 1994, from the days when AOL ruled the Internet.

"…y en los chats a través de mensajería instantánea"

"Chat" is a regular intransitive verb and it is also a noun, in the example, the word chat functions a singular noun referring to an informal conversation. According Cambridge Advance Learner's Dictionary, "Chat" means to talk informally: to talk with somebody in a relaxed informal way

In addition, it is a exchange messages by computer: to exchange messages in real time with other computer users.

No changes are in the writing of this word and the equivalent in Spanish is "conversar" or "charlar".

Cómic

Word that has been accepted by the "DRAE". It has the origin in the year 1581 from comicus (as an adjective), from Ancient Greek (komikos) "funny, comedian, related to comedy".

"…de oportunidad cómics"

The word comic can be used as a noun and as an adjective, in the last example it is noticeable that the word is been used as a countable noun and it is related to cartoons associated to politicians.

Comic means a drawing story or something related to comedy.

This word can be replaced with "historieta", "historieta cómica". It has been adopted in the Spanish language with an accent in the first syllable "cómic"

Crack

This term is accepted by the "DRAE". Etymologically comes from Middle English *crakken,* from Old English *cracian*; similar to Old High German *chrahhōn* to resound.

The word "crack" functions as many structures as a verb, dates before 12th century, as and noun the origin is from 14th century and finally as an adjective whose origin dates from the year 1793.

"...con un gol del crack argentino se definió la serie"

"Crack" in the sentence above makes the function of a noun but in the Spanish language can have the plural "cracks". The meaning in the context is related an amazing soccer player, one who is excellent.

However, in English this word functions as an adjective: excellent, expert, or trained to a high degree of efficiency.

There have not been any changed neither in the writing of this word nor in the pronunciation. This term can be replaced in the Spanish language by "jugador de primera", "excelente" "destacado".

Derbi

It is accepted by the "DRAE". Etymologically appears in the year 1830–40; after Edward Stanley, 12th Earl of Derby, who instituted the race of horses.

"El <u>derbi </u>se jugará con casa llena"

The word derbi is used as a noun only. In this expression the word derbi functions as a noun that can be countable "derbis"

Derby is a horserace run annually, usually for three-year-olds.

In Spanish, this word means a soccer match where both followers have a big rivalry and it causes expectation in the fanatics

Derby has changed to "derbi" trying to maintain the pronunciation and there is a similarity word in Spanish that can replace this Anglicism, this word is "clásico" or "superclásico".

Estandar

This word has been established by the "DRAE". It comes from the years 1125–75; Middle English, Old French, probably Frankish *standord (cf. G Standort standing-point), conformed to *-ard* –ard.

"…se debe cumplir un tiempo estándar"

This word functions as a noun and as an adjective, in the context the term means a level of quality or excellence. The dictionary says that "standard" is what it is accepted or usual.

This word has suffered changes in the writing, the word "estándar" is used and there is a verb "estandarizar" that means to give norms about a process.

The equivalence in Spanish is "prototipo", "patron" or "norma".

Fan

The term is accepted by the DRAE. The word in Spanish is an American English term, originally of baseball enthusiasts, probably a shortening of fanatic, but may be influenced by the Fancy (1807), a collective term for followers of a certain hobby or sport (especially boxing). There is an isolated use from 1682, but the modern word is likely a new formation.

"cientos de *fans* le esperaron a la salida del aeropuerto"

The word fan is a countable noun, also functions as a transitive and intransitive verb in the context of the phrase, "fan" is in a plural form and it means a person whose strong admiration for something is considered extreme or unreasonable.

There is no change in the use of the word in Spanish and the similarity words "admirador" or "seguidor" might be used instead of the word "fan".

Film

It is accepted by the "DRAE". The origin is from the Old English, Old English *filmen,* membrane, skin from West Germanic, First used of "motion pictures" in 1905. The verb "to make a movie of" is from 1899.

"...adjudicaron cuatro nominaciones al <u>filme</u>"

The term "film" functions as a regular transitive and intransitive verb, also does as a countable noun. In the context, the term is a noun that means a movie that is starring by someone.

It has changed the writing in Spanish because sometimes it is spell "filme". From this word, have been derivated many others Spanish words as: "filmadora", "filmación.

Usually this term is less frequent because the equivalent to this one in Spanish is "película".

Fitness

The word fitness has not been included in the "DRAE". The origin of this one comes from the year 1570 from the words fit (adj) + ness.

"...nuevos ritmos en el <u>fitness</u>".

It functions as a non-countable noun. It means the state or condition of being fit, suitable and healthy. In Spanish, this word refers to health, with the exercise a person does in order to get a nice body.

This word is newer and maintains the same writing and pronunciation in Spanish as in English; the word is mostly used in gyms and places where people go to get in shape. Morphologically it is written in the same form in Spanish and its equivalent word is "en forma".

Hat trick

This word does not belong to the DRAE. Its origin is from the year 1877, originally from cricket, "taking three wickets on three bowls;" extended to other sports (esp. ice hockey) year 1909. The word hat trick in this sense is not attested until 1886.

"...el jugador logró su primer hat trick"

This word functions as a noun, and it refers to three goals series of three wins or successes, especially three goals scored by the same player

The term came originally from cricket for series of three wins or successes, especially three goals scored by the same player.

In Spanish there is no change in its writing, and the equivalent for this word could be: "tripleta de goles"

Hit

This word does not belong to the "DRAE". Etymologically came from Middle English, from Old English *hyttan,* probably from Old Norse *hitta* to meet with, "hit" as a verb dates befores the 12th century and as a noun in the 15th century.

"…con el lanzamiento de su nuevo <u>hit</u>"

This term has many functions and meanings but the word that is used in context in the sentence above, expresses a plural noun that demonstrates the best songs or the most played songs.

According to the Cambridge Dictionary the context "hit" means a thing or person that is very popular or successful.

The same written form is used in Spanish as an Anglicism, but the word can be omitted with the Spanish words "éxito".

Hobby

This expression is accepted by the Spanish Royal Academy and etymologically came from the 14th probably Hobin, variant of the name Robin.

"…su principal hobby es bailar"

Hobby is a countable noun, in the sentence above is been used to express an activity done to enjoy and as entertainment in the spare time.

According to the dictionary "hobby" means something a person enjoys doing frequently in her or his free time and is not for paying.

It is a very common word that has been introduced into the Spanish language to the point that anybody has problems trying to figure out its meaning. There is not any change in its writing form when taking this word and finally the equivalent in Spanish is "pasatiempo" or "ocio".

Laptop

This word is not accepted by the "DRAE" Its origin is in the year 1984 from the words lap (n.) + top on model of desktop.

"Las _laptop_ son las preferidas por los ladrones"

The word being studied functions as a noun; the example shows the word performing the structure of a noun.

The term Laptop refers to a small device, which is a small personal computer that can be carried around easily.

The context of the example means that these portable computers are the objective for the robbers.

This word has not changed in the way of writing or speaking and the equivalence in Spanish are "portátil" and "computadora portátil" but those expressions are very unusual because most of the people call them "laptop".

Leasing

It is an economic term accepted by the "DRAE", whose etymological origin is from the Middle English *lesing*, from Old English <u>lēasung</u>, from *lēasian* to lie, from *lēas* false. Part of "to lease"

"...con la posibilidad de trabajar con <u>leasing</u>"

"Leasing" is a financial utterance used as a noun, comes from the verb "to lease" meaning rent a property to someone.

In the Spanish language, there is not variation in the writing and this term is frequently used in economic conversations and essays.

The difficulty of translating "leasing" into Spanish, as there exists a lexical void in this language, has caused its incorporation into the language system with the definition "arrendamiento con opción a compra del objeto arrendado"

The Spanish equivalent to this word is "arrendamiento"

Light

Accepted by the "DREA", it has many origins. This word functions as adjective in the context used in the Anglicisms. The term comes from the Middle English, from Old English *lēoht*; akin to Old High German *lioht* light, Latin *luc-, lux* light, *lucēre* to shine, Greek *leukos* white. It dates before 12th century.

"Lo *light* marca consumo y oferta de la leche"

The last example shows the word performing the function of an adjective. In this case light means "not heavy", the word has not

changed in the spelling and the equivalence in Spanish are "liviano", "con menos grasa", referring to food and beverages with a low quantity of calories. Nowadays it is a fashionable word in use by the people in order to eat healthy food, with less fat, it is relating to the lost of weight.

Mall

This expression is not included in the "DRAE". Etymologically "mall" exists from year 1200-50 as a noun from Middle English *malle*, Old English mail mallet, hammer, from Latin *malleus* hammer and as a verb from Middle English *mallen*

 "los malls de Quito se anclan a las ofertas"

The term "mall" functions as a countable noun, in the context the word means a big place where one can find goods, food, stores, etc,. According Cambridge Advanced Learners Dictionary , "mall" is large indoor shopping complex, a large enclosed building complex containing stores, restaurants, and other businesses and facilities serving the general public.

Morphologically the word has not changed. This word can be omitted by the term "centro comercial" but is it unusual to employ this expression; this is the reason why people use more this Anglicism.

Manager

The "DRAE" has accepted this word that comes in the 1580´s, the word is related to the verb to manage and its origin is in the 1560´s, probably from Italian *maneggiare* "to handle," esp. "to control a horse," from Latin. *manus* "hand"

"acudió junto a su novio y nuevo <u>mánager</u>"

Manager is a countable noun in the example the word means someone who represents an artist in her or his professional life.

Manager is a person who manages; this has control or direction of an institution, business or a sport team. In Spanish countries means someone who is in charge of a soccer team or represents an artist.

The word has not suffered a big changed in Spanish just it is written with accent in the first syllable "mánager".

Its similar words in Spanish are "representante" or "gerente" but "manager" is often used in a medium-upper economic level.

Performance

Term not accepted by the "DRAE". Etymologically came from the year 1530s, "carrying out of a promise, duty, etc.," from perform + -ance. Meaning "a thing performed" is from 1590s; that of "action of performing a play, etc." is from 1610s; that of "a public entertainment" is from 1709. Performance art is attested from 1971

"…pero pese a su mala <u>performance</u>, se mantiene como el mejor"

Performance functions as a countable noun, the word in the phrase above means the doing of an activity. According to the dictionary to this context performance means the way in which somebody does a job, judged by its effectiveness.

The way in writing is the same in Spanish but the pronunciation is different, the equivalent of this word is "desempeño" I think the term "performance" is unnecessary in the Spanish language.

Play off

It is not part of the "DRAE". The origin of the word "play" is old English *plega, plæga* (Anglian) "recreation, exercise, any brisk activity" (the latter sense preserved in swordplay, etc.), from play (v.). Meaning "dramatic performance" is attested from early 14c. Meaning "free or unimpeded movement" is from 1650s. In sporting sense first attested 1868.

"...se jugaran los play offs para la temporada siguiente"

This term functions as a phrasal verb and as a noun but in the context of the sentence above, is a qualifier in order to pass to the next stage the dictionary says that generally in sports the play offs are engaged in an elimination game or games after the regular season is over in order to determine the champion.

No morphological changes are in the Spanish, and the similar words that could be can be "eliminatorias" or "clasificatorio"

Poster

The "DRAE" accepts this term. Etymologically comes from *post* and dates from 1838.

"…lucía el póster de su artista favorito"

This word performs the function of a countable noun, and in the context of the phrase above means a big picture with the photograph of the person.

The dictionary says that "poster" is a printed picture, often a reproduction of a photograph or artwork, used for decoration or advertisement.

The word has not suffered any change but an accent in the first syllable "póster" is written and pronounced in the Spanish language. It is very common to read and listen to this term that has been spread in the recent years. However, this term can be replaced with the Spanish words "afiche", or "cartel"

Ranking

Term established by the "DRAE" It came from "rank" that was attested from 1560 to 1570; from French *ranc* , Old French *renc, ranc, ran,* but the word ranking dates from the year 1847.

"El equipo subirá algunos puestos en el ranking de la Conmebol"

Ranking functions as an adjective and as a countable noun. The phrase above has the word "ranking" performing a noun activity; the word tries to show the position of the team inside a group.

Ranking is the position in relation to others: the position or status held by or allocated to somebody or something in relation to others in a group.

The word is written in the same way as in English, it has not suffered any changed. The word has some equivalences in Spanish such as "clasificación" or "Listado".

Record

The term is part of the "DRAE". Etymologically comes from the Middle English, literally, to recall, from Anglo-French *recorder*, from Latin *recordari*, from re- + cord-, *cor* heart.

"... el correo batió el record de envois"

This word has several meanings and functions but according to the context from the sentence above and related to the Anglicism used in Spanish, "record" is used as a countable noun. The Cambridge Advanced Dictionary states with the definition: "the best or the fastest ever done".

There is no modification in the writing use of this word in Spanish just a strong stress in the first syllable "record".

The word has been spread widely around the Spanish lexicon and it is very common to observe this term in sport sections. The word could be replaced with the Spanish word "marca". Probably most of the people do not realize this word came from an English origin .It is a word that normally is use in our daily speech.

Ring

This term is accepted by the "DRAE". Etymologically comes from Middle English, from Old English *hring*; similar to Old High German *hring* ring, Old Church Slavic *krogŭ* circle

"...ocho boxeadores subirán al ring"

The word "ring" has many functions such as: the irregular verb to ring, but the meaning in context from the phrase above is a countable noun referring to ring in the sports field where boxing or wrestling fights are performed.

The word has not suffered any change in writing but is very common listen to the people say "rin"

The equivalent of this word especially in boxing is "cuadrilátero" but is very unnusual to see this term in the newspapers.

Slogan

Word established by the "DRAE" whose origin is from 1513, "battle cry," from Gaelic *sluagh-ghairm* "battle cry used by Scottish Highland or Irish clans," from *sluagh* "army, host, slew" + *gairm* "a cry." Metaphoric sense of "distinctive word or phrase used by a political or other group" is first attested 1704. Sloganeering is attested from 1941.

"haciendo alusión al eslogan de campaña"

The utterance functions as a countable noun, in the phrase above the term functions as a singular noun, which expresses a short phrase used in his past political campaign.

Slogan is a short distinctive phrase used to identify a company or organization or a phrase use repeatedly.

In Spanish the term has change in its writing from slogan to "eslogan" it is very common see these two spellings.

The equivalents in the Spanish language are "lema" or "frase".

Sponsor

This term is accepted by the "DRAE". It has the origins in the middle 17th century. Late Latin, "baptismal sponsor" Latin *spons-*, past participle of *spondere* "pledge".

"…los <u>sponsors</u> del deporte ecuatoriano reducirán su participación"

The word sponsor can function as a regular transitive verb or as a countable noun; the example talks about the entities that support the Ecuadorian sport, will reduce their participation.

Sponsor means to support a person, organization or activity by giving money, encouragement or other help.

In Spanish the word has had some modifications such as: the noun sponsor has suffered the Spanish suffix –ar. "esponsorizar" means the act of sponsoring someone or something.

The term has its equivalence in Spanish "patrocinador" that has a huge use in the written form.

Staff

This word has not been accepted by the Spanish Royal Academy. Its origin is before 12th century from Middle English *staf* (n.), Old English *stæf*; c. Dutch *staf*, German Stab,

"...se incorporó al <u>staff</u> de conductores en el programa de la mañana"

The utterance "staff" functions as: countable noun, plural "staves", adjective and as a regular-transitive verb. In the context of the sentence, the word "staff" is a noun and means a group of people working in a determined area.

Staff as a noun is a group of people who are employed by an organization or a specific employer

There is no variation of the term in writing when it is used in Spanish, and the word "grupo" and "equipo" are the equivalents to this Anglicism.

Stand

Term belonged to the "DRAE". The term has it origins as a noun Old English, from the root of stand (v.). Meaning "place of standing, position" is from year 1300.

"...las novedades que cada <u>stand</u> presentaba al público"

The word "stand" has many functions verb and phrasal verb, but I analyzed the noun function as the context of the phrase is a countable noun as a place where products are presented to the public in an exhibition.

"Stand" according to the dictionary is a place for spectators, a large seating area for spectators in a sports stadium.

The term has not been altered in Spanish, and there are some similar words in Spanish for this term: "lugar", "sitio" "unidad" referring to a small place that it is shown in a festival.

Stock

It is accepted by the Spanish Royal Academy. Its origin is probably before 12th century from Middle English *stok* and from Old English *stoc*. Functioning as a verb since the 15th century, and as adjective, from 1625.

"...gran parte del stock se encontraba en las bodegas de los distribuidores"

This term functions as a verb, adjective and a noun, been this last one the more used in the Spanish language like the example above where the word is a singular noun that shows a supply of something for use or sale.

The dictionary says that is a reserve of something, a supply held in reserve for future use.

There is no change in the writing of this word used in the Spanish language and the equivalent in Spanish is "reserva", "provision" "abastecimiento".

Swing

Term not accepted by the Spanish Royal Academy, etymologically comes from Middle English *swingen* (v.), Old English *swingan*; c. German *schwingen.* The word dates from the 13th century.

"durante sus ejecuciones de <u>swing</u> y samba"

Swing is an irregular transitive and intransitive verb, also functions as adjective and noun. In the context of the example, the word swing is functioning as a noun.

In music swing is to have a strong exciting with notes of different length.

Performing the function of noun is the process of swinging or a swinging movement.

In the example the word swing is a singular noun and says about the kind of dances performed by the person.

No change to this word has been done in the Spanish language and the meaning given to this term means something related to dancing, movements.

Many similarities are in the Spanish but the best is "meneo" "balanceo". Anglicism vey used to show the manner a person can shake his or her body dancing.

Comparative Analysis

This section refers to the quantitative analysis based on the charts previously shown in the results part. The frequencies and percentages were analyzed in order to compare the charts, interpret the numbers and give a hypothesis of the possible causes of these results.

Firstly, the sub variables will be performing for the comparative analysis. The sections sports, ads, social pages and reports belong to each variable and the statistical numbers are shown in the following charts.

Variable: National Newspaper "El Comercio"

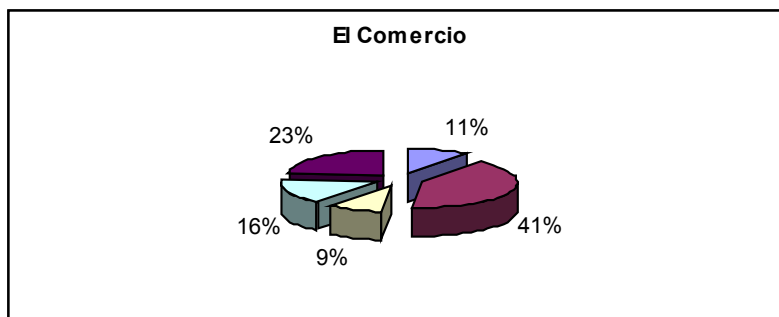|	Section	f	%
	News	33	10,54
	Ads	129	41,21
Anglicisms	Social pages	28	8,95
	Reports	50	15,97
	Sports	73	23,32
	Total	**313**	**100,00**
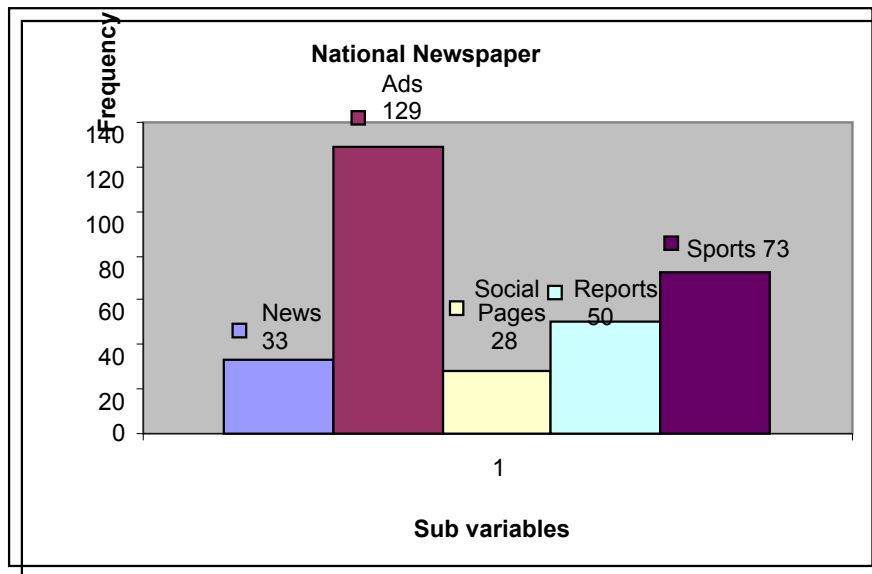
Figure 1

Figure 2

In this newspaper, it is possible to observe that the section Ads is the sub variable with highest number of anglicisms with a frequency of 129, 41%, followed by sports 73, 23%, the third one is the "reports" section with a frequency of 50 times-16 %, news

33times-10% and finally social pages 28, 9%. It is important to remember that the sample was taken in a whole week.

"EL Comercio" is a widespread newspaper and its popularity makes that people can publish more short advertisements than other media such as television or radio.

Another reason of the high percentage of anglicisms is because this paper prints a complete "Ads" section during the weekends and it is advisable to find many anglicisms, mostly those who are in relation to technology, cars and fashionable advertisements.

The second section with more anglicisms was the sub variable sports, in this section, it is possible to observe words with a global meaning, and they have an English origin such as: futbol, club, match, set, etc.

Regarding reports, this newspaper shows interesting information that makes the writing interesting to the reader. More anglicisms could be found during the weekend.

Finally news and social pages were the sections with a small number of anglicisms, in news, it is not common to use loanwords since it is presented formal information. In social pages, there was not enough material on this section.

Variable: Local Newspaper "Ultimas Noticias"

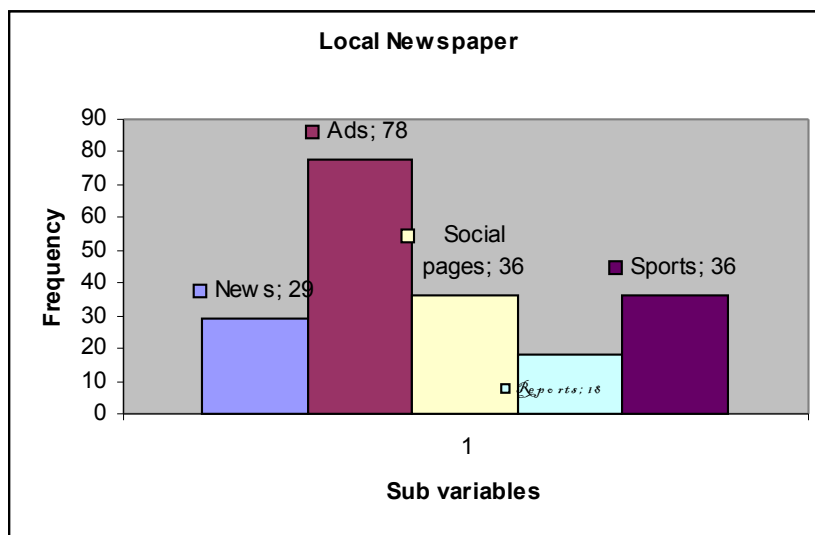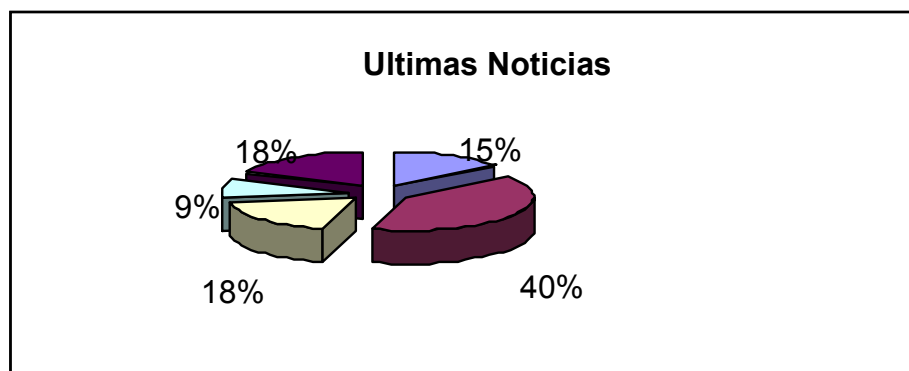|	Section	f	%
Anglicisms	News	29	14,72
	Ads	78	39,59
	Social pages	36	18,27
	Reports	18	9,14
	Sports	36	18,27
	Total	**197**	**100,00**

Figure 3

Figure 4

In this newspaper the Ads´ section percentage is still the highest, the sections social pages and sports maintain the same percentage, but the sub variable reports is the one with the lowest number of anglicisms, this it is caused by the little interest by the daily to show reports.

This newspaper is focus on the recently news that can be occur during the day since it circulates after the midday.

Variable: Tabloid "El Extra"

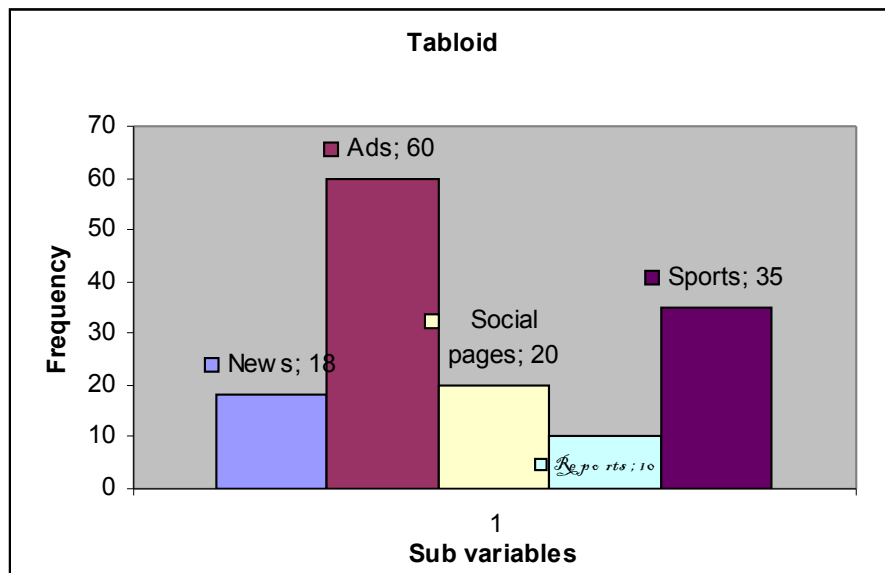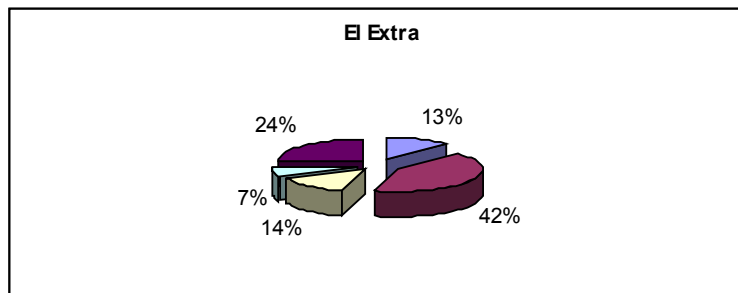|	Section	f	%
	News	18	12,59
	Ads	60	41,96
Anglicisms	Social pages	20	13,99
	Reports	10	6,99
	Sports	35	24,48
	Total	**143**	**100,00**

Figure 5

Figure 6

In the last variable analyzed, it is possible to observe how the sub variable Ads has a big magnitude with the number of anglicisms 60, 42%, it follows sports 35, 24%, after these sections are social pages 20, 14 % , News 18, 12% and finally reports 10, 7%.

This tabloid is a very popular gossip paper that circulates around Ecuador. It announces rumors, violence, topless girls and sensationalist news.

Ads present a huge quantity of anglicisms, because this tabloid shows a lot of adult stuff and sex service announcements, where it is easy to find words as sexy, sex shop, hot videos, fantasy, top models, etc.

"Sports" is other section with many anglicisms. In some of the cases, the context which the anglicisms are presented, give to the article an incoherent and meaningless sense. Regarding social pages and news, there is a reasonable use of borrowings terms, many of them used in an inappropriate style.

Finally, in the "reports" section, it was difficult to find some anglicisms because this tabloid hardly ever prints reports instead the newspaper writes horror and mystery stories.

In the analysis, it is noticeable that in all the variables the "Ads" section has the highest number of anglicisms. This phenomenon will increase since advertisements are the way announcers try to present the product to the customer with a visual influence taking English words and adapting them to our language.

The sub variable "sports" is the second in frequency and this is because many terms have been borrowed from English such as: football, club, hat trick, play off; some of they have changed in their writing to become a Spanish word "fútbol", other words are very difficult to be used in their equivalent term since sports are universal and they try to maintain their origin and many of them have Anglo-Saxon roots.

The following analyzed section is related to "social pages" .Some words found in this section hardly could be used in their Spanish equivalent because they don not fit in the context of the articles, this is the case of "jet set, baby shower, catering"

Finally the in the section "reports", there were the lowest repetitions of anglicisms. This happens because a report is more formal in its writing than an article about gossip or sports.

Summarizing the charts from the individual variable results, the following results were obtained.

Section	National Newspaper	Local Newspaper	Tabloid	TOTAL
News	33	29	18	80
Ads	129	78	60	267
Social Pages	28	36	20	84
Reports	50	18	10	78
Sports	73	36	35	144

TOTAL	313	197	143

VARIABLES

National
New spaper; 313

Local New spaper;
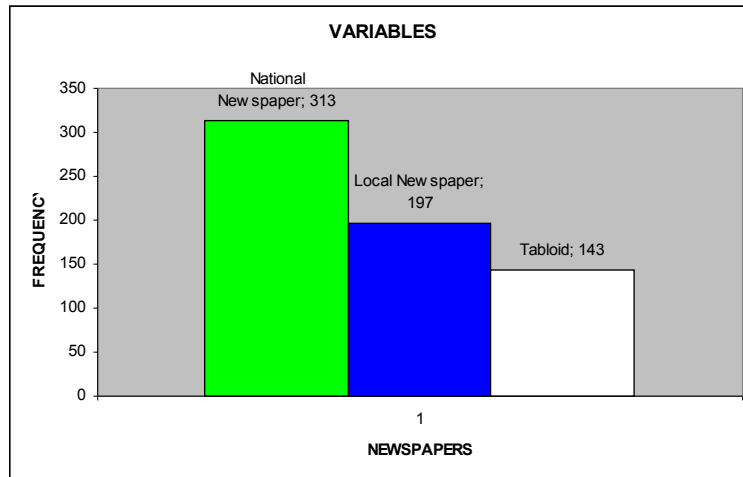197

Tabloid; 143

FREQUENCY

NEWSPAPERS

Figure 7

The following analysis is about the variables presented in the process research: National newspaper "El Comercio", Local newspaper, "Ultimas Noticias" and Tabloid, "El Extra".

From the figure above, it is possible to realize that the National Newspaper has the highest frequency of anglicisms, followed by the Local Newspaper and with fewer examples of these terms, the tabloid El Extra.

This does not mean that El Comercio makes use of more anglicisms than other newspapers, or that El Extra avoids using loanwords on their writings. The fact is that National newspapers have a widespread circulation, their size is bigger and it contains more information which is divided in some sections that illustrate and comment a determined topic such as: News, Sports, Society, and Ads.

Ultimas Noticias is a midday newspaper; it is read by the majority of Quito population, its small-size makes this paper easily to take a look to the news. In this newspaper the information is summarized and each section has no more than 3 pages.

In this type of newspaper, the information tends to be less formal than El Comercio. The news are focused on Quito's community, the problems in the neighborhoods, the transportation, and other issues regarding the city.

Finally, in the tabloid EL Extra, there was the smallest amount of anglicisms (143). Most of these anglicisms were found in the Ads and Sports sections. This popular tabloid tends to use a suburban, vulgar-slang vocabulary instead to adopt borrowing words from English. The majority of its news is about violence, murders, and drugs; so it is not very usual read anglicisms but words that have a morbid sense.

From the analysis performed, it can be determined that most of the terms or words taken from the English are expressions which came from technological or computer contexts and from sports. The loanwords commonly used by newspapers are for example internet, laptop, and web, chat, spam, chip, software.

Regarding the computer field, it is necessary to adopt some technical words such as: internet, chip, software, hardware, touch screen, terms that are familiar since we are part of the globalization and hardly will be written with their equivalent in Spanish.

In the other hand it was found a lot of anglicisms associated with sports, those loanwords have been introduced through the time in our daily life and now it is very usual to read fútbol, club, and corner.

The words that have less frequency are some terms that have been used with an English context trying to give the word a foreigner meaning for example sex-symbol, phising, performance, fantasy, smartphones, lo in, lo out, jet set, etc.

Sociological analysis

This part of the process investigation refers to the analysis based on the interviews made to a linguistic and five learned readers. The aspects considered on this analysis were the attitude toward the introduction of anglicisms, the impact over the society and our identity and finally the influence of the anglicisms over the language.

From the information recollected through the interviews, it was necessary to remember the introduction of the English language within the Spanish during the history.

In the middle ages Spanish was influenced by Latin and Arabic languages, later in the 18th century Spanish was very influenced by French until the middle of the 20th century after the World War II where, the English influence was intensified as a result of the

insertion of many anglicisms in many domains such as music, dance, drinks, dress, especially in sports and in the late of the eighties and the nineties there was a raise of words of new technological fields such as computers, later the internet with a growing number of users and its particular terminology. All of them have done that the English language is the more influential language in the Spanish.

Referring to the acceptance or rejection about the use of anglicisms, most of the interviewed people agreed with the use of these loanwords in the press since they have been familiar to them through the time, not only reading the daily newspapers but listening to the radio or watching television programs where the application of these terms are very frequent.

In the other hand the linguistic thinks that the rejection of the anglicisms can not be possible in these modern times where the introduction of English language as a subject in the school curricula. The importance to know English as a second language in order to get a job, the connection of many English terms with new technical innovations, social and cultural phenomena; makes necessary the acceptance of these loanwords in our language.

He argued that the introduction and acceptance of the anglicisms it is associated to age because in several fields for example: modern music, sports, drugs, electronic devices etc, anglicisms are more frequently use among young people and is in

this stage where they feel more comfortable using these foreign terms.

Talking about if the cultural identity will be in danger taking loanwords and adapt them to our language, there were different opinions between the interviewed people, some of them believed that the opening towards the anglicisms will increase their use in the future putting the cultural Hispanic heritage in danger. This opinion was given by the readers who are dedicated to the Spanish literature; they have demanded time in reading Spanish poetry, essays, poems etc. In the other hand, few readers agreed that is not a threat to our cultural identity if these anglicisms are just used for specific areas such as: technological terms or sports.

Finally, the majority of the interviewed people believed that with the phenomenon of globalization spurred on by the American language spread, the presence of modern anglicisms seems to be more prevalent than ever.

There were people who affirmed that not using terms in English could cause interference of information and understanding between the transmitter and the receiver. Others think that their equivalent in Spanish does not imply the same meaning, since a term in English is broader or simply because it is more specific in context. One of the reader considered that if he is updated with the new terminology used in the newspapers, he will be a modern person and this could give him a better status.

The professional in the field of the language criticized the way that the anglicisms will continue entering in our lexicon since the improvements of technology, sports and the information itself; Anglo-Saxon terms which are difficult to translate or that been translated loose their main meaning or they are longest to say.

As a solution he suggested to norm the language in specific areas where is almost necessary the use of the anglicisms like in computer terms etc, so in this way the lexicon will enrich the language but if we try to adapt or combine these utterances into the two languages we will jut have the famous "spanglish" that is very often to use it and adapt it. A lot of people employ this pseudo language and they don't figure out they are deteriorating the language as a normal process of learning until next generations, that maybe in the future they will incorporate a mixture of lexicons that will be so difficult to know what the native language is and what the foreign language is.

The linguistic argues that the Spanish language also is deteriorated when there is an abuse of these kinds of borrowing terms, they are employed with no limitations, and there is a constant and progressive use. People poor the language when they accept and recognize foreign words and don't use their equivalent of this term in the same language.

According the interview most of the readers did not have problems with the text comprehension when they read newspapers.

When they maybe had a little difficult in a word, they guessed and caught the idea reading the term in context. Most of these words were familiar to the readers because of the widespread of these terms not only in the press but also in the radio and television programs.

Conclusions

After finishing the present research, it is possible to declare the following conclusions:

- In this research it was found that in our newspapers and press the use of loanwords especially the terms coming from the English language, are very common and its use is growing every day.

- English influence is not recently, and the Spanish language has been enriched with borrowings that should be used in terms that hardly have a close translation in technological terms.

- Anglicisms are borrowing taken from Anglo Saxon countries and they are the result of the increasing of trading, technological influence and the often-international relations with these advanced countries.

- With increasing of literacy and a greater diffusion of English as a second language, it is difficult to predict a decrease of anglicisms

- Most of the people that have read these terms in newspapers did not realize they have an English origin since these borrowings have changed in their writing and pronunciation.

- The use of the anglicisms is much better accepted by younger people rather than the older. This group is updated with the entering of new terminology and they feel comfortable using them.

- According the information obtain from the charts, the most frequently anglicisms used in the Ecuadorian newspaper are

presented in the sub variable "Ads". This is because people think to impact to the customers with innovate and fashionable words.

- Most of the learned readers did not have problems reading texts with loanwords in the newspapers. Most of these terms were familiar to them because they have heard them before on radio and TV programs, where the use of anglicisms is very frequent.

- The use of anglicisms should be applied when it is indispensable and necessary for example in the internet or sports but the unnecessary use of these expressions could lead to use wrong linguistics borrowings having as a consequence the possible hybrid language, the Spanglish.

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ANNEXES

ANNEX 1

UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA

CARRERA DE CIENCIAS DE LA EDUCACIÓN MENCIÓN INGLÉS

CUESTIONARIO

1.- ¿Con que frecuencia lee usted los periódicos?

no lee frecuentemente   Fines de semana   diariamente

2.- ¿Qué tipo de periódicos lee?

Nacionales   Locales   Sensacionalistas

3.- ¿Al leer la prensa escrita, ha encontrado usted alguna palabra que le haya parecido que no pertenece al idioma español?

4.- ¿Tiene alguna dificultad al leer y entender en la sección de deportes las palabras

Corner, set, hat trick, derbi, club, tennis, pole position, penalty?

5.- En la siguiente lista escriba la letra (E) al frente de la palabra si cree que el término viene del español e (I) si cree que la palabra proviene del Inglés

lider	web	marketing
show	chip	laptop
club	eslogan	password
fútbol	guachiman	dvd
parquear	chatear	tunear
coctel	junior	graffiti
corner	estandar	mitin
internet	filme	airbag
software	miss	poster

6.- De las palabras anteriormente citadas ¿acepta o rechaza que estos términos sean utilizados en los periódicos?

7.- Podría definir que es un extranjerismo, anglicismo y/o espanglish?

8.- Cree que el uso de términos extranjeros tiene impacto en nuestra sociedad?

9.- Piensa que al introducir términos prestados de otro idioma el lenguaje se enriquece o se empobrece.

10.- Al leer los anuncios publicitarios, tiene usted algún inconveniente al tratar de entender lo que se que quieren decir?

ANNEX 2

FORM FOR THE QUALITATIVE TABULATION

Chart
Variable:
Subvariable:

Anglicisms	Examples	Times	Title of the article	Date

Author: .

FORM FOR THE QUANTITAVE TABULATION

	Section	f	%
Anglicisms	News		
	Ads		
	Social pages		
	Reports		
	Sports		
	Total		

FORM FOR THE MOST FREQUENT ANGLICISMS

Anglicisms	Times word repeated

	101