



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA

La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN

MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

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

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

AUTHOR:

JIMÉNEZ QUEZADA NANCY ROSARIO

ADVISOR:

MGS. CABRERA SOLANO PAOLA.

CUENCA

2010

CERTIFICATION

Mgs. Paola Cabrera Solano

CERTIFIES THAT:

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

Loja, 15 de Septiembre de 2010.

.....

THESIS ADVISOR

CONTRATO DE CESIÓN DE DERECHOS

DE TESIS DE GRADO

“Yo, Nancy Rosario Jiménez Quezada, declaro ser autora del presente trabajo y eximo expresamente a la Universidad Técnica Particular de Loja y a sus representantes legales de posibles reclamos o acciones legales.

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

Nancy Jiménez

AUTORA

AUTHORSHIP

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

Nancy Jiménez Quezada.

Date: September 15th, 2010

DEDICATION

The achievement of my career is dedicated to my dear sons David and André, to my sweetheart husband who has always supported me to continue. He was there when I needed help, love, and affection, and to my dear parents who have helped me to be successful in life and to achieve all my goals.

To my all family. They are all part of my life. They have always been there when I needed them.

GOD BLESS YOU ALL

Nancy

ACKNOWLEDGEMENTS

First of all, I would like to thank God for giving me the opportunity to be part of this wonderful world and also of this prestigious University, Universidad Técnica Particular de Loja. Then I want to extend my gratefulness to Mgs. Paola Cabrera Solano, because her support and guide to develop this thesis. I want to thank to my dear teacher and friend. Lcda. Sandra Cabrera thanks for having being my tutor and guide during my career. Finally, I would like to give my very special thankfulness to my all family without exception, for their support and advices.

Nancy

TABLE OF CONTENTS

	Page
Preliminary pages.....	I- VI
Abstract.....	1
Introduction.....	3
Methodology	6
Results	9
Discussion	39
Theoretical Background.....	39
Description and Analysis of Results	67
Conclusions	97
Bibliography	99
Annexes	102

ABSTRACT

This thesis consists of a Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers. This research has been carried out in the city of Cuenca in the country of Ecuador. It consists of collecting information from twenty one newspapers in the span of seven consecutive days. The newspapers used are as follow: the national newspaper “EL UNIVERSO”, a local newspaper “EL MERCURIO” and a tabloid newspaper called “EL EXTRA”, spanning seven consecutive daily issues for each newspaper. For the sociological analysis the information was taken from six interviews obtained from various journalists, professionals and a university Literature teacher.

In order to carry out the present research, the following methods were applied. The scientific method includes a descriptive and analytic field research for gathering the scientific material for the theoretical framework. The bibliographic method, the analytic and descriptive methods were all used in every phase of this research. What was also used is the descriptive and statistical analysis, which is a combination of quantitative and qualitative data plus the interpretation of the data gathered throughout the field research.

Techniques used in this research are extensive note-taking to collect all bibliographic information and numerous interviews. The instruments used were direct observation, bibliographic cards, survey

forms and certain charts. The results obtained from this research have demonstrated that Anglicisms complement our language and vocabulary by 37% according to the interviews gathered and the local newspaper "EL MERCURIO".

In conclusion, the results obtained from the research have been eye opening because we now understand even better how much influence English words have in our Ecuadorian newspapers. In addition, we can see in these results how certain ads utilize English Anglicism's more than any other language methods available.

INTRODUCTION

This thesis refers to a Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers today. This topic was designed by certain English teachers from the Universidad Técnica Particular de Loja. Some of these English teachers met among themselves to investigate the possible problems associated with the use of English words in some printed newspapers. According to the research, Anglicisms are linguistic loans from the English to the Spanish language. The Anglicisms are the product of deficient translations for both spoken language and printed materials.

Previous studies in other countries carried out by other parties are practically very interesting because they also show how linguistics loans do come from different countries and cultures. These studies have helped me to better understand and recognize even more on what foreign Anglicism words do not belong in our language.

This theme is very important because it shows there are many foreign words that are used by a lot of newspapers on a daily basis. Some readers may not know the exact meaning of these words but as they read the whole article, the context may or can help them to understand the proper meaning of the given word.

At first, developing this research was difficult because I did not find the correct information needed for the theoretical background.

Afterwards, as I began to collect the National, Local and Tabloid newspapers, I looked carefully at each newspaper and discovered an array of Anglicism's that were being used extensively. Although it was tough at first, but my motivation came once I saw the words that were clear as day printed in each newspaper.

The main motivation to develop this thesis is to obtain my Bachelor's Degree in Teaching English as a Foreign Language. This thesis is also important because the topic related to Anglicisms has not been studied enough in our country.

As my intention is to carry out a descriptive, linguistic and social analysis of the written language in Ecuadorian newspapers today, I will also focus on lexical terms regarded as Anglicisms and in the way they are used. It is necessary to approach this research from a descriptive point of view, which allows me to get an array of linguistic and social data. This information will help me to identify and analyse the Anglicisms used in Ecuadorian newspapers and therefore, the Analytic and Descriptive Methods will be used for our research.

The first objective of this research is to determine the level of influence the English Language has on the linguistic expressions used in Ecuadorian Newspapers. This objective was achieved because according to my charts, the local Newspaper "EL MERCURIO", has shown a sufficient level of Anglicism influences.

Another objective was identifying the more commonly used syntactic and lexical Anglicisms in Ecuadorian newspapers. This research has resulted in determining the following most popular words commonly used in Ecuadorian Newspapers which are the following: full, show, hot and fans.

In order to achieve a deep perspective analysis of the Anglicisms found in Ecuadorian newspapers, methods of etymological, syntactic-semantic and morphological aspects were used. This objective was achieved by the results in the analytical description and interpretations through aspects previously mentioned and were taken into account.

Another objective found was to determine the written sections of Ecuadorian Newspapers in which Anglicisms are most commonly used. This objective was achieved because it was identified that there are more Anglicisms in the sub variable ads than in any other sections.

The results of knowing the level of acceptance by Ecuadorians on the use of Anglicism's in newspapers was also determined. This objective was totally achieved according to the interviews that Anglicisms have a medium level of acceptance amongst Ecuadorians, but some readers do agree with the use of Anglicisms in Newspapers.

METHODOLOGY

This field research was developed in Cuenca, Ecuador. The information resources were obtained from different books and web pages. The information of some articles was read and used to write the definitions. I also found very useful information on several web pages, and I also went to the Municipal and Universidad Politécnica Salesiana Libraries in Cuenca to look at some books where I was able to obtain information to complete my Theoretical Background. Moreover, I found information from the Syntax and Phonology books that were studied in the “UNIVERSIDAD TECNICA PARTICULAR DE LOJA” during the last few years. Time, dedication, self interest and lots of heart efforts was put into this project that resulted in choosing the right information.

This research consisted of collecting twenty-one newspapers overall from the National newspapers of “EL UNIVERSO”, the local newspaper “EL MERCURIO” and the tabloid paper “EL EXTRA”; seven of each paper for seven consecutive days from October 11th to 17th of 2009. The Anglicisms were carefully looked at and underlined; it was not easy because there were some words that confused me. But given the challenge of these difficult words, I was able to look for them in the English dictionary. This research has resulted as an important personal knowledge for me because I became aware about all international, national and local news media’s.

All selected Anglicisms were written in the charts. To fill the charts, I wrote the Anglicism's phrase where it appeared, the number of times that the Anglicism appeared in the news, the title of the article and dates where the word was found.

The information obtained from some authors have said that Anglicisms appeared thanks mainly to globalization, migrations, products and the Internet. For this reason, this research consisted in making a diagnostic descriptive analysis where the authors said that the language is a means of communication where there may be variations.

In the newspapers the Anglicisms have a great acceptance by the readers because they found an Anglicism as a normal word. The selected information was written using National, Local and Tabloid newspapers in charts to identify the percentages and the variations of the Anglicisms. For qualitative research, I used the opinions of some interviewers that said the Anglicisms have a political and social transition in the society.

According to the interviews, 67% of the people agree with the acceptance of Anglicisms because they express that it is important for the educational development; however, 33% did not agree because of the deterioration of their language and their Spanish culture. Quantitative analysis is centred on the quantification between variables and sub variables that are done in statistical charts where I used percentages and frequencies.

In order to collect the facts, I used the different techniques as follows: extensive note-taking to collect bibliographic information from sources like books plus some web pages; certain written materials from national, local and tabloid newspapers; and finally the personal interviews from certain individuals whom I must say were very kind to me.

In developing this research work, I used a direct approach through observation utilizing the forms from newspapers plus bibliographic cards to record information from books and web pages. Survey forms were done to track the opinions of many readers, plus I also used very useful charts to determine the level of the Anglicism's in Ecuadorian Newspapers.

In the development of this research, I used the following items as follows: written material (from newspapers), charts, a computer, pen drive, pens, pencils and dictionaries (English-English, English-Spanish), a book on Guide Thesis Project Tutoring and a Porta modem for the Internet.

The process used was Linguistic Analysis where I investigated by using etymologic analysis (that is the origin and evolution of the word). Semantic or Syntactic were the detailed grammatical function and its meaning in the found context. On Morphological analysis, this indicates the changes or adaptations that the word had in Spanish.

RESULTS

This field research was developed in the city of Cuenca. For this research I have collected twenty-one newspapers of the following variables: National Newspaper “EL UNIVERSO”, Local newspaper “EL MERCURIO” and a Tabloid “EL EXTRA”. The Anglicisms were found in the following sections of each newspaper: in the News, Ads, Social pages, Reports and in Sports. As a result, I wrote down each Anglicism found in the newspapers. These written words will be analysed in linguistic, semantic and morphological form. According to variables and subvariables I am going to determine the level of influence the English Language has on the linguistic expressions used in Ecuadorian Newspapers.

Chart One

Variable: National Newspaper “EL UNIVERSO”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Stock	A más del stock de los concesionarios.	1	La venta de maquinaria agitó el mercado en los dos últimos años.	11-10-09
Fans	El artista ofreció a sus fans las canciones tradicionales.	2	Concierto de Rock del español Bunbury extasió a los quiteños	11-10-09
web	Cobrar tarjetas, vender sin web ,	1		11-10-09

	blogs		Como vender por Internet	
Blogs	Cobrar tarjetas, vender sin web, blogs	1		11-10-09
Premium	Pero destaca que los segmentos mas afectados no son los Premium.	1	Con ferias, sector automotor intenta mejorar las ventas	12-10-09
Stands	Constó de once stands.	1	Rodeos se matizaron con control de armas.	12-10-09
Mixes	Instalaron cinco plantas de hormigón en el proyecto y 21 mixes (camiones mezcladores de hormigón)	1	Para febrero se anuncia la vía de Bucay a Pallatanga.	12-10-09
Express	Tras su detención por el secuestro express.	1	Cuatro de los casos están en instrucción fiscal.	12-10-09
Rally	La idea de realizar un rally ciclistico	1	Pedaleando a Quito por Hospital de El Triunfo.	13-10-09
Express	Los de la revolución ciudadana no ha entendido que los violadores que cometieron secuestro express.	2	Siete meses bastaron para evaluar que la reforma penal no funcionó.	14-10-09
Show	Ella prefirió quedarse sentada viendo un show musical.	1	Madre de un indocumentado herido espera su deportación.	14-10-09
	El sicariato y el		AP se	

Express	secuestro express	2	retracta y plantea reducir monto de robos de \$654 a 21,80.	15-10-09
Stand	La presentación se hará en el stand de General Motor's	1	Anglo expondrá los nuevos autos híbridos.	16-10-09
Tour	En el tour de campeones	1	Barcelona conservaría a 3 de sus extranjeros.	16-10-09
Sticker	Esto más allá de un sticker , es cuestión de vocación.	1	AP critica enganche de comités de Nebot.	16-10-09
Piercings	También mostrara otros detalles mas personales como implantes de pecho, piercings	1	Polémica por un escáner de desnuda a os pasajeros.	16-10-09
Software	Ideas de desarrolladores de software ecuatoriano ganan mercados.	7	La industria de software no alcanzara sus metas previstas	17-10-09
Copyright	El producto cuenta ya con un copyright	1	La industria de software no alcanzara sus metas previstas	17-10-09

Author Nancy Jiménez Quezada.

Chart Two

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Staff	Se necesita staff de venta	1	Jobs and services	11-10-09
Long play	Conversiones long play	1	Products	11-10-09
Mainboard	Accesorios mainboard	1		11-10-09
Chip	Playstation 2 con chip	1		11-10-09
Web	Vender sin web	1		11-10-09
Splits	Dejan splits	1		11-10-09
No frost	Refrigeradora no frost	1		11-10-09
Star	Casas con star , dormitorio	1		Real State
Studio	Departamentos con dormitorio, cocina, studio .	1	Real State	11-10-09
Full	Departamento full equipado	1		11-10-09
Ticket	Ticket aéreo	1	Travelling	11-10-09
Premium	premium	1	Food services and social events	11-10-09
Stock	Hasta agotar stock	2	Automobile	14-10-09

Author Nancy Jiménez Quezada.

Chart Three

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Show	Un excelente repertorio fue el show que deleito a la fanaticada.	1	La pachanga enamoro “Mil horas” a fanáticos.	12-10-09
Jeans	Un par de jeans y camiseta holgada	1	No puedo quejarme del nivel de los proyectos que me llegan	12-10-09
Fans	Recibimiento que nos hicieron las fans	1		13-10-09
Show	En un show que duro 25 minutos	1	L.E.G.O llevo su música a los MTV.	13-10-09
Rock country	Para explorar el rock country o disco	1	Cuando cantar es una cuestión de voluntad	14-10-09
Show	Cuarenta y cinco minutos más tarde empezó el show.	1		14-10-09
performance	Lo inauguró el artista Schubert Ganchozo con un performance	1	Juanita Córdova celebró a lo grande su trayectoria	14-10-09
Crossover	La verdad es que nos gustaría hacer el famoso crossover.	1	Reik promociona su nuevo sencillo “No desaparecerá	14-10-09

			”	
Long play	Donde el era un ídolo, grabamos tres long play .	1	Desde niño fui tímido	15-10-09
box	Fracasa en el amor con su esposa y en sus combates de box .	1	Un grupo de jóvenes ecuatorianos debuta en el cine con “Los Canallas”	16-10-09
Target	Que parecen oviar el target adolescente para dirigirse a quienes atraviesan la crisis de los treinta y pico.	1	El padrino del novio; un filme para pasar un rato agradable.	16-10-09
show	Illiniza presenta su show . Re....volviendo	1	Illiniza presenta su show. Re....volviendo	16-10-09
jean	Orlando viste en jean	1	Quince años cantando música Latinoamericana.	16-10-09
piercings	Mauricio lleva el pelo largo muy largo y algunos piercings	1		16-10-09
Heavy rocker	Que le hace lucir como un heavy rocker .	1		16-10-09
show	Entre sus logros esta el haber cantado con la Orquesta Sinfónica Nacional en el show del Bicentenario.	1		16-10-09
Reggae	El general y el reggae del jamaiquino Bob Marley.	1		16-10-09

rankings	Se ubico en los primeros lugares de los rankings musicales.	1	Panameño Makano trae su reggaetón romántico ala urbe.	16-10-09
Reality	Estuvo entre los finalistas de un reality panameño de talentos.	1		16-10-09
man	El apodado piano man .	2	Papo Lucca el "Piano man de la salsa y el latinjazz.	17-10-09
Web	Sitio en la web ofrecerá canciones por \$5.	1	Sitio en la web ofrecerá canciones por \$5.	17-10-09
blogs	El sitio Mog de blogs sobre música anunció el pasado miércoles un servicio de acceso ilimitado.	1		17-10-09
show	La cena show es de amnesia.	1	Carlos Prado celebra su cumpleaños con música.	17-10-09
Climax	Es como experimentar un largo climax .	1		17-10-09

Author Nancy Jiménez Quezada .

Chart Four

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
engagement	Industria basada en engagement	10	De la interactividad al engagement	11-10-09
Online	Contemplando el futuro de la publicidad online.	1		11-10-09
marketing	Las grandes cantidades de dinero en el marketing digital	1		11-10-09
click	Mercadeo digital click	1		11-10-09
Light	Teoría light	1	Teoría light	12-10-09
quick	El quick o el conflicto esta en el que no logra entenderlo	1	Teoría Light	12-10-09
e-mail	El me envió un e-mail diciéndome que estaría en Sao Pablo.	1	Guayaquil en “bici” lleva el correo a Ede.	12-10-09
show	Rechazo la manera en que Ud. Utilizo la muerte del Sr. Villamar para su show del sábado.	2	Al Sr. Rafael Correa.	15-10-09
hit	En los ochenta marco un hit con la Ley de Los Ángeles.	1	Creciendo en el bar	15-10-09

performance	Técnicamente el equipo no nada para un performance superior por mas buenas intenciones	1	Salazón	17-10-09
express	Como victima que ha sido del secuestro express.	1	Solamente percepción.	17-10-09

Author Nancy Jiménez Quezada .

Chart Five

Variable: National Newspaper "EL UNIVERSO"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
inning	Nueva York ganó a Mellizos 4-3 en once innings	2	Texeira, héroe de Yankees.	11-10-09
Play off	En la serie de primera ronda en play offs.	1		11-10-09
stadium	Y la multitud de Yankee Stadium saltaba una enorme ovación.	1		11-10-09
out	Anotaron tres veces con dos outs.	1		11-10-09
set	En el segundo set , ambos jugadores quebraron	1	Nicolás Lapentti jugará la	11-10-09
game	En el decimo segundo game.	2		
	Chela se la jugo			

Tie break	al todo o nada, para luego forzar a tie break .	1	final de la Copa Petrobras.	
miss	La yegua norteamericana Miss Vancouver	3	Se corre clásico hípico en honor a Guayaquil.	11-10-09
pick	Acumulados exelentes como el pick 8 .	1		
downhill	Modalidad denominada downhill urbano	2	50 ciclistas competirán el el Downhill urbano	11-10-09
ranking	Lugares del ranking nacional	2		
Downhill	Pruebas de ciclismo en la modalidad downhill	2	Emociones en el cerro Santa Ana.	13-10-09
ranking	Primeros 50 lugares del ranking nacional.	1	Emociones en el cerro Santa Ana.	13-10-09
Innings	Trabajó eficientemente Seis y un tercio de innings .	1	Los Yankees y Angelinos se medirán desde este viernes.	13-10-09
web	Piratean la página web de Maradona.	1	Piratean la página web de Maradona.	13-10-09
hacker	Se burló del hacker que se identifico como Elite – Peruvian	1		
inning	En el mismo primer inning .	2	Filis eliminaron a Rockies y ahora esperan a	14-10-09

			Dodgers.	
hits	Tomaron ventaja 4-2 por hits	1	Filis eliminaron a Rockies y ahora esperan a Dodgers.	14-10-09
playoffs	En su primera ronda de playoffs	1	Filis eliminaron a Rockies y ahora esperan a Dodgers.	14-10-09
pitcher	Los Dodgers no han revelado oficialmente quien será el pitcher que comience ante los Filis.	1	Dodgers y Filis en un duelo por revancha.	14-10-09
Basket	Competirán en atletismo, basket , en silla de ruedas, futbol 7, goalball.	1	La tricolor paralímpica a Colombia.	15-10-09
Goal ball	Competirán en atletismo, basket, en silla de ruedas, futbol 7, goalball .	1		15-10-09
playoffs	Habían sido los primeros clasificadosa playoffs que resultaron los primeros eliminados.	1	Las series decampeonato de las Grandes Ligas.	15-10-09
hits	Sumo seis hits , entre ellos dos jonrones en doce turnos.	1		15-10-09
Tour	Tercera fase del torneo local en el tour de los campeones.	1	Barcelona conservará a 3 de sus	16-10-09

			extranjeros	
boxes	Pararían inmediatamente en boxes .	1	Alfonso sabía de la trampa.	1710-09
playoff	Filis sacan ventaja en el inicio del playoff .	1	Filis sacan ventaja en el inicio del playoff.	17-10-09
inning	1-0 en el segundo inning en el jonrón solitario de James Loney	2		17-10-09

Author Nancy Jiménez Quezada .

Chart Six

Variable: Local Newspaper “EL MERCURIO”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
rankings	Solamente 2 universidades constan en los rankings internacionales	1	Universidad y País	11-10-09
show	Que risa todos lloraban “ show con payaso involuntario incluido.	1	La visita de un gran escritor.	11-10-09
chat	Transacciones en línea, chat , música.	1	En Telefonía	11-10-09
Supply	El consorcio ecuatorino noruego Systor-	1	Portabilidad numérica inicia en	11-10-09

	Telconet- Electric Supply		Telefonía móvil.	
full	Hablamos de full terminados	1	Viviendas seguras y baratas	12-10-09
block	Refiriéndose a un texto que consta en su block	1	Acusación a Cesar Vizute.	13-10-09
show	Shows	1	Austeridad en fiestas de Cuenca.	13-10-09
park	En cine park cuenca	1	Inicia Octavo	14-10-09
Website	En el lanzamiento de website	2	Festival de cine en Cuenca	14-10-09
web	Informa la pagina web	2	Los fondos de cesantía trasladan al internet	14-10-09
Express	Homicidio y secuestro express	1	Evalúan operativos en Guayas	15-10-09
trail	Con el título "Inca Trail ", mercados en Ecuador.	1	Exposición fotográfica	15-10-09
Warm up	Concierto re rock electrónico con warm up.	1	Concierto de Rock	15-10-09
token	Cuenta con un token que tiene un parecido a una flash memory	2	BC difunde firma electrónica.	16-10-09
Flash memory	Cuenta con un token que tiene un parecido a una flash memory	1		16-10-09
	Con facturas,		SRI controla	

Tickets	tickets de máquinas registradoras	1	cumplimiento de deberes formales.	17-10-09
---------	--	---	-----------------------------------	----------

Author Nancy Jiménez Quezada .

Chart Seven

Variable: National Newspaper "EL MERCURIO"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Full	Corsa evolution full extras	9	Automobile	11-10-09
Stop	Buscas estabilidad laboral ¡stop!	1	Jobs and services	11-10-09
marketing	Ejecutivos con experiencia en marketing	1		11-10-09
Full	Jeep full equipo	5		12-10-09
Full	Chevrolet spark full equipo	22		14-10-09
Suit	Departamento con suit de lujo	1		Real State
Full	Chevrolet corsa full equipo	17	Automobile	15-10-09
Cross	Motos tipo cross.	1	Automobile	16-10-09
No frost	Refrigeradora no frost	1	Products	16-10-09
Full	Mazda full equipo	24	Automobile	16-10-09

Author Nancy Jiménez Quezada .

Chart Eight

Variable: Local Newspaper “EL MERCURIO”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Elite	Ser una chica elite .	9	Ser una chica elite.	11-10-09
Casting	Iban a realizar un casting	1	Ser una chica elite.	11-10-09
Model	El elite model look	1	Ser una chica elite.	11-10-09
Look	El elite model look .	1	Ser una chica elite.	11-10-09
Single	Su primer single denominado “Tiramisú de limón”	1	Vinagre y rosas con Joaquin Sabino.	12-10-09
fans	El hecho causo molestia en los ávidos fans .	3	El escenario retraso concierto de Bumbury	13-10-09
Show	Esperar el show del domingo.	2		13-10-09
Tickets	Retirar el dinero de sus tickets	1		13-10-09
camping	Matrimonio en el Camping .	1	Matrimonio en el Camping.	13-10-09
Show	Este ha sido el show mas fuerte que he realizado	1	Romantic Style in da world	14-10-09
Tickets	Los tickets pueden ser adquiridos	1	Romantic Style in da world	14-10-09

rankings	Esta canción logro colocarse en rankings en EE.UU.	1	Romantic Style in da world	14-10-09
Show	El show incluyo a mas de 8.000 fans	2	L.E.G.O estuvo en los MTV	15-10-09
Rating	3 años consecutivos en el rating de los 10 más pedidos de MTV.	1		15-10-09
Shock	En nuestro paso por el tapete verde de Premios shock 2009	1		15-10-09
Fans	El show incluyo a mas de 8.000 fans	5		15-10-09
princess	Con diamantes en corte brillante o princess.	1		Presentaron corona a Reina de Cuenca.

Author Nancy Jiménez Quezada .

Chart Nine

Variable: Local Newspaper "EL MERCURIO"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Rally	Rally – Arequipa – Cuzco – Santa	2	Rally – Arequipa – Cuzco – Santa	11-10-09

	Teresa.		Teresa.	
Tours	Macchupicchu Inca Moto Tours	1	Rally – Arequipa – Cuzco – Santa Teresa.	11-10-09
Full	Full Enduro de paquete.	1	Rally – Arequipa – Cuzco – Santa Teresa.	11-10-09
Challenger	Clasifico a la final de challenger de Teni	3	Lappenti finalista del challenger de Uruguay	11-10-09
Match point	El tanto que definía el match point para Cuevas.	1		11-10-09
Set	El segundo set y fue amonestado.	1		11-10-09
game	La doble sanción implico la perdida del game.	1		11-10-09
Cross country	María Cristina Molina (cross country)	1	Juegos Bolivarianos, la meta cumbre delos deportistas locales.	11-10-09
light	Taekwondo: Juan Chango (light)	1		11-10-09
fly	Taekwondo: Ismael Chango (fly)	1		11-10-09

Author Nancy Jiménez Quezada .

Chart Ten

Variable: Local Newspaper “EL MERCURIO”

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
motocross	Exponentes del motocross local	2	Retorna el motocross	12-10-09
rally	Nacional de rally cuya final se correra.	3	Azuay a una carrera de la “consagración”.	14-10-09
rally	Organizan el III rally de coches de madera.	1	Coches de madera una tradición de antaño	14-10-09
sets	Luego de caer tres sets a cero contra Guayas.	1	Nuestra provincia continua sumando medallas en los juegos pre juveniles	15-10-09
rally	Durante el primer rally invitacional	2	Biblián organiza su primer rally	15-10-09
Cross	Campeonato Nacional de Cross	1	Azuay con su mejor artillería en Campeonato Nacional de Cross	16-10-09
round	Decimo primer y duodécimo round .	1	Con una prueba especial la copa Nacional de BMX arranca en la Concordia.	16-10-09

sport	Actividad física, se organiza la I Copa “Ciclón Sport ”	2	I Copa “Ciclón Sport” se inaugurará mañana.	16-10-09
Street Ball	Campeonato de Street ball .	2	Arranca el Street Ball.	16-10-09

Author Nancy Jiménez Quezada .

Chart Eleven

Variable: Tabloid “EL EXTRA”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
shock	La falta de líquidos puede llevar al shock hipovolémico	1	Síntomas de deshidratación	11-10-09
web	Una aplicación web que muestra de forma muy simple	1	La locura de estar en la red social.	11-10-09
online	Integración de los medios de comunicación online	1		11-10-09
made	El Titanic made in Guayaquil será de dos pisos	1	Que el Titanic ruede en Guayaquil	12-10-09
Chalet	Edificios, chalet se preparan para los problemas	1	Impermeabilizar techos	13-09-09
stickers	Colocar en las parabrisas los stickers identificables	1	Cuidado con los taxis enemigos y	15-10-09

	para el usuario		piratas.	
bypass	A la altura del bypass Quininde	1	Siete muertos en matanza en Santo Domingo	16-10-09
tickets	Con sus tickets se ubicaron en los correspondientes asientos	1	El primer viaje en avión de los niños de crecer.	16-10-09
punisher	Los actores de la película punisher.	1	En el quinto piso la vimos fácil.	16-10-09

Author Nancy Jiménez Quezada .

Chart Twelve

Variable: Tabloid "EL EXTRA"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
full	Chevrolet Spark 2006, full equipo	3	Automobile	11-10-09
small	American, talla small buen estado	2	Clothing	11-10-09
sexy chat	Servicios especiales sexy chat.	2	Sexual Services	11-10-09
hot	hot	2		11-10-09
dance	Carla chica dance	1	Sexual services	12-10-09
Sexy	Muy sexy que le hacen relucir su piel.	1		12-10-09
	Chevrolet	7	Automobile	12-10-09

full	Zafiro Full equipo			
curriculum	Enviar curriculum a	2	Jobs and services	12-10-09
marketing	Solicita digitadores agencia de marketing	1		12-10-09
Buffet	Buffet desde \$3.50 en adelante	2	Food service and social events.	12-10-09
Chat	Chat caliente	2	Sexual services	12-10-09
hot	hot	5		12-10-09
Play	Ponle play a tu diversión.	1	products	13-10-09
shop	Natural shop	2	Sexual services	13-10-09
hot	Hot	3		13-10-09
buffet	Buffet desde \$3.50	1	Food service and social events.	13-10-09
stock	Hasta agotar stock	1		14-10-09
curriculum	Enviar curriculum	1	Jobs and services	14-10-09
Full	Hyundai accent full	2	Automobile	14-10-09
restaurant	Restaurant con clientela fija	1	Real State	14-10-09
Glamour	Glamour	1	Beauty services	14-10-09
stress	Termo masaje stress columna.	1		14-10-09
buffet	Buffet por \$3.50.	1	Food service and social events.	14-10-09
hot	Hot	3	Sexual services	14-10-09
full	Chevrolet Spark full equipo	4	Automobile	15-10-09

swinger	Parejas swinger	1	Sexual Services	15-10-09
hot	hot	3		15-10-09
chat	Sexy chat	2		15-10-09
shop	Natural shop	2		15-10-09
Hot	Super hot	2	Sexual Services	16-10-09
Chat	Chat caliente	2		16-10-09
Sex fantasy	En vivo y reales sex fantasy	1		16-10-09
full	Chevrolet spark full equipo	4	Automobile	17-10-09
Souvenir	Souvenirs de Corin Tallado	1	Premian tu fidelidad.	17-10-09

Author Nancy Jiménez Quezada .

Chart Thirteen

Variable: Tabloid "EL EXTRA"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
covers	En homenaje a Guayaquil para luego rematar con covers en los que se incluyeron un montón de estrellas.	1	Guayaquil celebro al ritmo de la música.	11-10-09
fans	Quien brindo a sus fans lo mejor de su repertorio	2		11-10-09
show	Este show contaría con las medidas	2	Gilberto Santa Rosa, todo un éxito	11-10-09

	de seguridad.			
opening	A través del opening y la dirección escénica del evento.	1	Wilson Dance: el crecimiento de una empresa artística.	11-10-09
Show	Presentar al público un show de primera.	2		11-10-09
Stand	En cada stand te esperan impulsadoras	1	Lo que no se vio en la feria de Durán.	13-10-09
Shock	Entrega de premios de la revista shock	1	Ecuador presente en los MTV.	13-10-09
Fans	Compartir con sus fans a través de llamadas telefónicas.	1		13-10-09
show	El show de las musas.	3	Extra y Brahma botaron la casa por la ventana	13-10-09
show	Los shows se realizarán en el centro cívico	3	Se enciende la fiesta del folclor ecuatoriano.	14-10-09
hobby	Prepara los panes lo aprendió desde muy joven como un hobby .	1	24 semifinalistas	14-10-09
chef	Gracias a los consejos de mi tía que es chef pastelera.	1		14-10-09
Show	Tienen previsto ofrecer un show de altura.	3	Makano y Nigga listos para el show	15-10-09

vip	Vip \$36	1		15-10-09
golden	Golden \$51	1		15-10-09
rating	El rating de las tardes son de Carolina	1	El Verdugo	16-10-09
look	Se ha cambiado el look	1		16-10-09
factory	Parecerse más a un sbreviviente de la factory.	1		16-10-09
show	Con un show fascinante	1	La caravana mas regalona llega al suburbio	17-10-09
sketch	Sketch cómicos	1		

Author Nancy Jiménez Quezada .

Chart Fourteen

Variable: Tabloid "EL EXTRA"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Foul	Los fouls , esto si no era ni es un asunto legal	2	Arbitro, -defensas y fouls.	14-10-09
items	Inauguraciones: 9 items:	1	Nebot: Mas obras y mas servicios	16-10-09

Author Nancy Jiménez Quezada .

Chart Fifteen

Variable: Tabloid “EL EXTRA”

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Challenger	Copa Petrobras que es un torneo challenger de tenis	1	Extra deportivo	11-10-09
ranking	Que entrega puntos al ranking de la ATP.	2	Uruguayos no ganan en Futbol y Tenis.	12-10-09
challenger	Torneo de nivel challenger que se realizó ayer por la tarde	1		12-10-09
set	En el primer set el ecuatoriano se adelanto.	2		12-10-09
game	En el decimo segundo game del uruguayo.	2		12-10-09
Play off	Es el inicio de los juegos del play off .	1		Comienzan los play off en Fútbol.
senior	En la categoría senior	1	12-10-09	
chef	Hecho por un chef ecuatoriano	1	Extra sapada.	13-10-09
Play off	Correspondiente a los play off tanto de ida y vuelta	2	Play off en senior A yB	13-10-09
senior	Los compromisos de la categoria senior	3		13-10-09
miss	Miss Vancouver gano el clásico Hípico.	2	Miss Vancouver ganó clásico	15-10-09

			Independencia.	
Senior	En senior B	3	Agrupación Gavica vapuleó a Economistas Opeas.	15-10-09
Play off	En sus play off	2		15-10-09
master	master grupo B	5		15-10-09
tour	Este tour de cotejo por las principales ciudades.	1	Habrá la copa de campeones	15-10-09
nine	A un nine para definir en varios encuentros	1	Necesitamos al clon del Tin	16-10-09

Author Nancy Jiménez Quezada.

Quantitative Analysis

Chart Sixteen

Variable: National Newspaper "EL UNIVERSO"

	Section	F	%
Anglicisms	News	27	22.13
	Ads	14	11.48
	Social Pages	24	19.67
	Sports	37	30.33
	Reports	20	16.39
	Total	122	100

Author Nancy Jiménez Quezada.

Chart Seventeen

Variable: Local Newspaper "EL MERCURIO"

	Section	F	%
Anglicisms	News	19	12.50
	Ads	72	47.37
	Social Pages	33	21.71
	Sports	15	9.87
	Reports	13	8.55
	Total	152	100

Author Nancy Jiménez Quezada.

Chart Eighteen

Variable: Tabloid "EL EXTRA"

	Section	F	%
Anglicisms	News	9	6.38
	Ads	70	49.64
	Social Pages	29	20.57
	Sports	30	21.28
	Reports	3	2.13
	Total	141	100

Author Nancy Jiménez Quezada.

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word Repetition Number
Full	93
Show	30
Hot	17
Fans	14
Engagement	10
Elite	9
Play off	9
Ranking	8
Rally	8
Inning	7
Senior	7
Master	7
Chat	7
Web	7
Express	6
Set	5
Game	5
Miss	5
Challenger	5
Tickets	5
Stock	4
Tour	4
Shop	4
Buffet	4
Downhill	4
stand	3
Shock	3
Curriculum	3
Marketing	3
Blogs	2
Premium	2
Sticker	2
Piercing	2
Long play	2
Jean	2
Performance	2
Man	2
Online	2

Light	2
Hits	2
Token	2
Look	2
Rating	2
Motocross	2
Sport	2
Street ball	2
Small	2
Sexy chat	2
Chef	2
Fouls	2
Cross	2
No frost	2
Suit	1
Mixes	1
Software	1
Copyright	1
Staff	1
Mainboard	1
Chip	1
Splits	1
Star	1
Studio	1
Rock country	1
Crossover	1
Box	1
Target	1
Heavy rocker	1
Reggae	1
Reality	1
Play	1
Click	1
Quick	1
e-mail	1
Hit	1
Single	1
Stadium	1
Out	1
Tie break	1
Pick	1
Hacker	1
Pitcher	1
Basket	1
Goal ball	1

Boxes	1
Supply	1
Block	1
Park	1
Website	1
Trail	1
Warm up	1
Flash memory	1
Casting	1
Model	1
Camping	1
Princess	1
Match point	1
Cross country	1
Fly	1
Round	1
Made	1
Chalet	1
Bypass	1
Punisher	1
Dance	1
Sexy	1
Stop	1
Restaurant	1
Glamour	1
Stress	1
Swinger	1
Sex fantasy	1
Souvenir	1
Cover	1
Opening	1
Hobby	1
Vip	1
Golden	1
Factory	1
Climax	1
Sketch	1
Items	1
Nine	1
TOTAL	412

Author: Nancy Jiménez Quezada .

DISCUSSION

The following part of this thesis concerns three different aspects. The first one is theoretical background with relevant bibliographic information. The second one is description, analysis and interpretation of results where the information collected will be analysed. Finally, the conclusions with all the results obtained.

THEORETICAL BACKGROUND

This research is analyzed according to the definitions of some authors that described the language as a form of communication because it is a process of transferring information from one entity to another. It is defined as an interchange of opinions, thoughts, or signs that towards an accepted goal, direction or information.

Linguistics is an important separation between the studies of language structure. The study of meaning and grammar takes in morphology, syntax, and phonetics is a connected branch of linguistics concerned with the actual properties of speech sounds.

The needs of speakers make language change such new technologies, products, industries and experiences that require new words.

Language

Dovrovlsky (1989) states that language is a system of communication, a means of transport for literary expressions, a factor of nation building, a medium of thought. All speakers express their ideas, feelings, opinions through the language. Besides, customs, laws, traditions and beliefs are passed down from generation to generation by means of language. The use of language is natural to all humans.

Espinoza (2008) claims that Language is a complex system of sounds and meanings. The sound system allows a small number of sounds to be used in various combinations to form units of meanings. The meaning system let units of meaning to arrange to express simple or complicated ideas. It is used for the human communication because is concerned with human beings. The human society could not way out without the language because in the human communication must be three elements: a. first person.- a person who speak, b.- second person.- a person who listen and a third person or element that doesn't participate in the dialogue, sometime it's the object the dialogue.

Language is a form of communication because it is a process of transferring, encoding, decoding information from one entity to another; it is defined as the imparting or interchange of opinions,

thoughts, writing, and opinions or signs that towards an accepted goal, direction or information.

Linguistics

Burneo (2009) argues that Linguistics is the scientific study of human language. Linguistics covers a broad subject area focusing in different issues like word's formation, structures, meanings, and the relation language between social contexts. An important relevant separation is between the study of language structure (grammar) and the study of meaning (semantics and pragmatics). Grammar takes in morphology (the formation and composition of words), syntax (the rules that determine how words combine into phrases and sentences) and phonology (the study of sound systems and abstract sound units).

Phonetics is a related branch of linguistics concerned with the actual properties of speech sounds (phonetics), non-speech sounds, and how they are produced and speech perception. There are sub-disciplines of linguistics include the following: evolutionary linguistics, which considers the origins of language; historical linguistics, which explores language change; sociolinguistics, which looks at the relation between linguistic variation and social structures; psycholinguistics, which explores the representation and functioning of language in the mind; neurolinguistics which looks at

the representation of language in the brain; language acquisition, which considers how children obtain their first language and how children and adults obtain and learn their second and successive languages; and discourse analysis, which is concerned with the structure of texts and conversations, and pragmatics with how meaning is transmitted based on a combination of linguistic competence, non-linguistic knowledge, and the context of the speech act.

Linguistics is defined as the scientific approach to the study of language, but language can be approached from a variety of directions, and a number of other intellectual disciplines are relevant to it and influence its study. Semiotics is a related field concerned with the general study of signs and symbols both in language and outside of it. Linguist is used to describe someone who studies the field or uses linguistic methodologies to study groups of languages or particular languages, this term is used to refer to people who speak many languages or have a great vocabulary.

Branches of linguistics

Morphology

Burneo (2009) argues that Morphology is the branch that deals the formation and distribution of words; it is in charge of the

identification, analysis, combination and descriptions of morphemes by using a set of word-formation principles.

The principles of word-formation manage the phonological and the morphological structures of words. The morphological structure refers to many combinations of morphemes, roots, prefixes and suffixes to make up words.

Morphemes are meaningful units in any human language; words as teach is formed by a single morpheme, when the words are teacher or teaching are formed by more than one morpheme. Morphemes can be free or bound; a free morpheme is meaningful on its own, that means which it does not need to be joined to other morpheme to have meaning. On the contrary, bound morphemes need to be linked to other morphemes to have meaning.

For example:

Teaching has two morphemes one is free and the other is bound. Teach is a free morpheme, while “ing” is a bound morpheme.

Semantics

Burneo (2009) argues that Semantics is a field of linguistics dealing with the study of the meaning; it studies the symbols, signs and structures of meaning. Therefore, it is concerned with the meaning of morphological and syntactic units such as morphemes, phrases, words, sentences, clauses and any part of discourse. The

semantic meaning of words is referred by denotation, it is too called dictionary meaning; when connotation focuses on the other suggested meanings that words could express while used in context; it is known as speaker's meaning.

Syntax

Burneo (2009) argues that Syntax is the study of grammatical relations between words and other units within a sentence; it is a subfield of linguistics which studies the principles and rules that govern the way words are joined together to form phrases, sentences and clauses. That is to say, it is the set of constitutive rules that the speakers follow while they combine words into sentences, These definitions focus on the structure of language, as they refer to the structure of the language they norm the combinatory behaviour that lexical (words) and phrasal (phrases) categories explain while put them together into larger meaningful patterns. The structure is determined by the relation between a head word and its complement Syntax is the study of the small words and their interrelations, and provide a set of syntactic rules to explain the hierarchical structure of sentences needed to achieve grammaticality, such theories agree on the existence of relations between signs and entities to that they applied.

Pragmatics

Burneo (2009) argues that this branch deals with the study of language used in communication. Pragmatics analyses the relationship between utterances and the social contexts where they are produced. Therefore, pragmatics is concerned with linking word or sentence meaning with speaker's meaning.

The utterances are made in the social context, and they refer to any linguistic or social environment which could affect the actual interpretation of expressions and signs.

Phonology

Burneo (2009) argues that Phonology studies the speech sounds in general according to their production, distribution, composition, and function within the language. That is to say, it studies the sounds of the language and describes the way sounds function within a given language.

Espinoza (2008) states that Phonology requires the help of two branches that are Phonetics and Phonemics. Phonetics is the study of particular speech sounds from the psychological and physical point of view. The acoustics of the language refers to the production articulation, transmission and perception of the speech sounds. It is divided in three branches: Acoustic Phonetics studies

the speech sounds like a physical event in the atmosphere. It describes the physical properties of the sound stream that issues forth from the mouth of the speakers. Auditory Phonetics studies the perception of speech sounds by the hearer and is of interest to psychologists, neurologists. The manner or aptitude of hearing of speech sounds will determine a good or poor discrimination of them. It is very important for a correct reproduction of speech sound when learning a new language. Articulatory Phonetics studies the production of speech sounds in the vocal tract. It focuses its attention on the way sounds are produced and articulated by the speech organs. It is very important for teacher language because it helps to learn how vowels or consonants are produced or articulated when you speak a language. The phonetics has to do with production, articulation, composition of sounds.

Espinoza (2008) argues that Phonemics is a science that study the speech sounds from their distribution and function within the language. It is the study of the organization of speech sounds into phonemes.

Morphological procedures

Wikipedia (2009) has published some definitions about morphology procedures as word formation, derivation, composition, the parasynthesis.

Word formation is the creation of a new word. Word formation is sometimes contrasted with semantic change that is a change in a single word's meaning. The line between word formation and semantic change is sometimes a bit fuzzy that one person views as a new use of an old word. Another person might view as a new word derived from an old one and identical to it in form. Word formation can also be contrasted with the formation of idiomatic expressions; however, some words can form from multi-word phrases.

Derivation is the creation of new words designating new concepts that are related to the meanings of existing lexical morphemes, because this process is often applicable to whole categories of lexical morphemes, it is a good example of the productivity of language. As with the inflectional morphology described languages also differ considerably in what possibilities they offer speakers for creating new words and new meanings using morphology. These differences lead to quite different ways of expressing similar meanings in different languages. In fact some languages may permit construal that is awkward or impossible in other languages.

Composition is the power to combine words into phrases whose meanings are combinations of the meanings of the words. The focus is on noun modification, the use of words in combination with nouns to restrict the meanings of the nouns.

Words allow people to refer to a potentially very large number of things in the world, either directly with proper nouns, or indirectly through semantic categories of utterance roles with common nouns and personal pronouns. But even the flexibility that comes with common nouns is limited. No matter how many categories a speech community labels with nouns, there will always be multiple members of particular categories that need to be distinguished from each other, for example, one apple from another. Coming up with new categories and new labels for them is a slow process, certainly not fast enough to cope with the minute-to-minute demands of communication, where the difference between one apple and another may matter a lot. This is about the way people cope with this need by making use of one of the most fundamental properties of human language.

The parasynthesis is the process of formation of words that the lexical form in where it is not formed only by derivative morpheme; it is a process more complex in the words that they are adds two or more morphemes.

The parasynthesis is the formation of words by a combination of compounding and adding an affix, as in downhearted, formed from down plus heart plus -ed, not down plus hearted

It is also a word formation by the addition of both a prefix and a suffix to a stem or word as international.

The word formation is by addition of a suffix to a phrase or compound word, as nickeland-diming.

Historical Linguistics

Newmeyer (1986) argues that the modern field of linguistics dates back the beginning of the 19th century. During most of history, linguistics had been the province of philosophy, rhetoric, and literary analysis to try to figure out how human language works.

Academics realized that these correspondences found in thousands of words could not be due to chance or to common influence. The reliable conclusion was that these languages are related to one another because they come from a common predecessor. This program of historical linguistics continues today.

At the beginning of the 20th century, attention changes to the fact that not only language change, but language structure as well, is systematic and managed by regular principles and rules. The attention of the world's linguists turned more and more to the study of grammar in the technical sense of the term the organization of the sound system of a language and the internal structure of its words and sentences.

The last half century has experimented a expanding of understanding of these principles and rules and the growth of a

general conviction that despite their seeming diversity, all the languages of the world are cut from the same cloth. As grammatical analysis has become deeper, we have found more fundamental commonalities between the languages of the world. The program initiated by the linguist Noam Chomsky in 1957 says that he sees this fact as a consequence of the human brain being prewired for particular properties of grammar, thus drastically limiting the number of possible human languages. The claims of this program have been the basis for a lot of recent linguistic research, and have been one of the most important centers of controversy in the field. Books and journal articles habitually present evidence for or against the idea that central properties of language are innate.

There is also a long tradition in the study of what it means to say that a word or sentence means a particular thing and how these meanings are transmitted when we communicate with each other.

Gottlob Frege and Bertrand Russell, say that applies formal methods derived from logic and attempts to connect the meaning of an expression with reference and the conditions under which it might be judged to be true or false. Some linguists have been looking at the cognitive principles underlying the organization of meaning, including the basic metaphoric processes that some claim to see at the heart of grammar. And still have been examining the ways that sentences are tied together to form coherent discourse.

In the past 50 years, there has been increasing attention to the social side of language as well as the mental. The subfield of sociolinguistics has come of age in part as a consequence of post World War II social actions. The national liberation movements active in third world countries after the war posed the question of what would be their official language after independence, a great question, since almost all of them are multilingual. This led to scholarly study of the language situation in the countries of the world. Besides, the movements for minority rights in the United States and other Western countries have led to a close examination of social variation that complements earlier work in geographical variation.

Language change

Mahoney (2008) argues that Languages change for different reasons. Large-scale move frequently happen in response to social, political and economic pressures. History records many examples of language change increased by invasions, colonization and migration. Even without these kinds of influences, a language can change dramatically if enough users modify the way they speak it.

The needs of speakers make language change. New technologies, products, industries and experiences require new words. Artificial, cell phones and the Internet did not exist in Shakespeare's time, for example. By using new and emerging terms,

we all make language change. But the unique way that individuals speak also increase language change. That is because no two individuals use a language in exactly the same way. The vocabulary and phrases people use depend on where they live, their age, social status, education level and other factors. Teens and young adults for example, often use different words and phrases from their parents. Some of them spread through the population and slowly change the language.

There are three main aspects of language change over time: vocabulary, sentence structure and pronunciations. Vocabulary can change rapidly as new words are borrowed from other languages, or as words get combined or shortened. Yet some words are created by mistake. While vocabulary change quickly, sentence structure, the order of words in a sentence changes more slowly. Changes in sound are to some extent harder to document, but at least as interesting. English speakers modified their vowel pronunciation considerably. This change represents the biggest difference between the pronunciations of so called Middle and Modern English.

Language Vice

Carreño (2008) argues that the systematic study of the verbal communication is an important study thoroughly in these items that enrich our heritage linguistic in the learning of new and better

vocabulary. The dialectal knowledge of the rhetorical figures or differences is to identify the difficulties in the same language. The language vices disturb our language. They increment everyday when the television, radio are model for the listeners.

The language vices are contrary to rhetoric because the rhetoric is the art to embellish the language. The Rhetoric is to study and develops the poetic-creative resources of the persuasion. The communication must be by means of the appropriate discourse in the contextual needs and the prospects of the receiver as part of his or her culture.

The items of the verbal communication, nonverbal and visual, we can deduce that the Rhetoric is really expanded and has similarity with other studies as the proxémicos, dialectal and fáticos. All they have a relation with our way to speak, to walk, to get dressed, to eat, etc. They keep a relative with the possibilities of the persuasion. When we refer to the language vices we mentioned to opposite of Rhetoric; however, the language vices will be the contra rhetoric sometimes by simplismo, negligence or myopia.

The domain of the language is easy to fall down in the mistakes as in language vices, imperfect expressions, the words do not use in the correct form, or simple ignorance. The language vices are divided in three groups:

PRAGMATIC VICES

Carreño (2008) argues that the pragmatic vices occur when we use some linguistic form outside of convention. The grammatical form can be correct and precise meaning; the syntactic and semantic levels are covered. The use of old structure or invented words in the communication does not let to develop an action. In the pragmatic vices there are two types that are archaisms and neologisms.

Carreño (2008) argues that **Archaisms** are all words that has been discontinued of the daily speech and writing. They are replaced generally by new conventionalized words. They occur when the words do not use. The archaisms can vary from a country, region or locality to others.

Carreño (2008) says that **Neologisms** in some languages change according with the advances literary, scientific and technological. Some words disappear or died, there are new words that replace the old words. The neologisms disturb the language when they are invented or built any word out of the conventions with a few possibilities to integrate in the system.

SYNTACTICAL VICES

Carreño (2008) argues that syntactical vices affect the linguistic communication because it breaks the grammar structure directly. That is to say, independently these words correspond to the set of the

convention and their sense was legible for the user. The pragmatic Vices are **Catachresis**; It happens when a word exists with different meaning is changed by the other. Its existence can imply problems of diacritical accentuation. **Solecism** there are in several natures: a) when in a phrase exceed or missing words, b) When in a word exceed or missing letters, c) When a dative is used as accusative, d) When without justification the language is compressed or when they are used verbs by others. **Monotony** is a deficiency of a sufficient vocabulary to approach a certain communication. There are some variants of monotony like: a) queísmo (abuse of the word " que", b) coismo (abuse of the word " cosa": " The communication is a very important because it teaches to valorous us, c) alguismo (abuse of the word " algo", d) teveísmo is the imitation of the speech of the television and other expressions that are not necessarily incorrect but they are unusual in a certain context. **Pleonasm** is the repetition of a same concept with synonymous words or analogous phrases. **Cacophony** is the construction of phrases whose structure is disagreeable when we listen.

SEMANTIC VICES

Carreño (2008) argues that are words that do not alter the pragmatic or syntactic instructions but they darken the meaning directly. In the semantic vices there are: **Amphibology** means ambiguous or unclear. When a phrase presents semantic problems it

could give double senses or disfigured senses and it could confuse to the user.

BARBARISMS, ANGLICISMS

Carreño (2008) says that **Barbarisms** consists of pronouncing or writing the badly words or to use improper words. One has by barbarism the Anglicism, Gallicisms, archaisms, etc. For this reason there are two kinds of barbarisms: **Barbarisms of import (extranjerismos)** are words that belong to other language but they are included to the dialectal of some community instead of the correct idiomatic forms. For this reason in Ecuador, the more outstanding barbarisms of import are the Anglicism, voices of the English (particularly the one of the United States) that replace the Hispanic voices unjustly, oquei, bai, elit, omaigad, jai, gelou, to maidir, restaurant, nais". **Barbarisms of expression (" salvajismos")** are words that have their origin in the natural language but they take degenerative forms. They have three different natures: words badly written, accentuated words bad, defective expressions.

Anglicism

Carreño (2008) argues that Anglicisms are borrowing linguistics from the English idiom to other idiom. Sometimes they are product of deficient translations of printed material or speaking in English. By

the other hand, they create by the inexistence of an appropriate word that is translated in a specific term or word.

The anglicisms appear in our country because the language is used by adolescents or teens. According to the influence of communication means as regional as foreign, they have their speak manner or express in the technique language.

The adaptation of the borrowing linguistic to Spanish, there are three stages: a) In soccer, the players think that is better use the terminology from their origin language like goal, corner, football, shoot. b) From 1930, the fascisms powers have produced a process of sport nationalism that tried to replace the foreign terms for national words. c) Actually, it take place in the inverse process, they prefer to use the terms of the language from the original country of sport. Golf, cricket; the pronunciation and the orthographic are the same. Volleyball; the middle word is translated. Club; the orthographic is supported.

Technology

Some journalists use the borrowing linguistics because they think that if the words are translated, they lost precision and severity. While a word is translated, they could use more words. There are expressions are: set, rating, show, Bluetooth, blog. In Informatics there are words that are used as a Spanish as in English.

We sometimes intent to translate the terms, according the apparition of the words but they are incorrect. The economic information has a special section in all the newspapers; there are a lot of anglicisms that domain the economy. There are terms as cash, flow, holding and stock that it maintains some words that have been included in the Spanish Royal Academy. In the pastime pages there are a lot of English words such as thriller, celebrity, show, singles and hobby. There are anglicisms in all sections for this reason they reflect the flow that exert the United States of America culture.

Foreign Language Interference

It is known as linguistic interference. Cross-linguistic interference or transfer is the effect of language learners' first language on their production of the language that they are learning. The effect can be on any aspect of language, vocabulary, accent, spelling and so on. It is often discussed as a source of errors or negative transfer, although where the relevant feature of both languages are the same. It results in correct language production or positive transfer. The greater the differences between two languages the more negative effects of interferences are likely to be interference is most discussed in the context of ESL teaching but It will inevitably occur in any situation where someone has an imperfect command of a second language.

In mechanism, the interference can be conscious or unconscious. The student might guess because he has not learned or has forgotten the correct usage. In unconsciously, the students might not consider that the features of the language could differ or he could know the correct rules but be insufficient skilled to put them into practice, and so fall back on the example of his first language.

Positive Transfer has positive aspects of language interference are less discussed but they can be very important. Generally the process will be more positive the closer the two languages are, and the more the learner is aware of the relationship between the two languages. Thus a, a Spanish learner of English could be correctly guess of English vocabulary from its Spanish equivalent. This approach has a disadvantage that it makes the learner more subject to the influence of false friends.

Language interference in immigrant communities can break out those communities and effect the native-speaking population. Interference in Syntax morpheme is the smallest language unit that carries a semantic interpretation.

Phonetic is the study of sounds or voice. It concerned with the actual properties of speech sounds according to their production, audition and perception.

Extensive research has been carried out in the area of native language influence on the target language and a large number of terms are used when the influence of the native language is

discussed, including contrastive analysis and positive and negative transfer. The errors committed due to interference mainly concerned the use of prepositions.

One conclusion that can be drawn from this investigation is that it is very difficult to determine the source of errors and separate between errors in general and interference errors.

Newspapers and Tabloids

According to Wikipedia (2009) states a 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.

A newspaper is a printed periodical whose purpose is to deliver news and other information in an up-to-date, truthful manner. Newspapers appear commonly in daily editions, but may also be issued twice a day or weekly. While the content of a newspaper varies, it generally consists of a predetermined combination of news, opinion, and advertising. The editorial section is written by reporters and other journalists at the direction of editors and may also be compiled from wire service reports. The advertising content of a newspaper can be divided into two parts, classified and display. Classified ads are small, text only items obtained via telephone and set into the format by the classified advertising representative.

Display ads are obtained by sales representatives employed by the newspaper who actively solicit local businesses for this larger, more visually oriented and space.

Tabloids

Wikipedia (2009) argues that a **tabloid** is a production term for a smaller newspaper format for each spread; to a weekly or semi-weekly alternative newspaper that focuses on local-interest stories and entertainment. It is often distributed free of charge often in a smaller, tabloid-sized newspaper format; or to a newspaper that tends to sensationalize and emphasize or exaggerate or sensational crime stories, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sports stars, and other so-called junk food news or junk mail. The term "tabloid" has become synonymous with down-market newspapers in some areas; some small-format papers which claim a higher standard of journalism refer to themselves as compact newspapers instead.

Tabloid is a common size paper for printing newsletters then folded or newspapers that are smaller than standard. The "Tabloids" or "Tabloid newspapers" characterized by sensational or bizarre news stories get their name from the tabloid sheet size.

Previous Studies

There is a study which has been related to find out if there are differences in the use of Anglicisms in the French language from Quebec and France. This was done with the help of a well-known sitcom named *Un gars, une fille*. The Quebecers and the French have adopted their own version of this sitcom to their cultures. Nine similar sequences from both countries on the theme of sports, and six different on the theme of renovation that they were analyzed. The analysis concentrated on the English loanwords used by the characters. It was found that the Quebecers, in the sitcom, used more English loanwords than the French. Both French and Quebecers employed many loanwords that are considered as integrated into their language, but they also used loanwords that have a negative connotation because there is a French word to replace it, but the Anglicisms used appears more fashionable. Finally, it is interesting to note the divergence of opinions among scholars in the field of study. Where one scholar considers an Anglicism as a part of the French language another scholar deems it to be a negative influence, a loanword that should not be used. This study was done by Fortin Marie in Mid Sweden University.

The second study was done by María A. Ibáñez de Chiaraviglio in Rafaela- Argentina. According her study she said the following: Moved the reality Rafaelina analysis, we can observe:

There are no marks of "Spanglish." The terms mentioned by the students belong to the English language. They display a general unawareness of this linguistic phenomenon subject to this investigation.

The 84% of subjects surveyed were aged between 18 and 23 years, which explain the preference for the use of English terms of fashion, either by copying or imitation, sometimes without knowing exactly what they mean or the desire to be date. This phenomenon complained the Spanish Royal Academy in March 2000: You cannot deny the English the condition have lodged in the mother tongue of art, commerce and finance. But then to not know how to build a sentence, but the Stones are five or six Anglicisms, there is an abyss.

The influence of advertising, communication means (especially TV) and movies, facilitating the adoption and use of English words, in many cases, moving to their Castilian equivalents. This is confirmed by Xosé Castro Roig. He said that the young people of all Hispanic-speaking countries are immersed in a media culture, compared with more oral culture, radio and reading of previous generations. The main difference is the format. No, the main difference is that the current media culture (film, TV, CD, internet) is primarily an English translation as opposed to the culture of their parents and grandparents who, though not free from foreign words, was not as permeable as there were so many ports of entry of new words.

We have found examples of "Spanglish" in newspaper articles relating specifically to the economy and politics as we pointed out in the relevant section. Examples: offshorizar, offshorization, default, etc, which sometimes appear in quotation marks and others do not. We did not find literature on the subject in our country. The sources of information were obtained through the Internet on work Spanish, Mexican and American, and Argentine newspaper articles.

In the "comments" section of the survey of the students recognize the importance of English language skills, but at the same time, is an interesting wake-up call to defend concern the native language and the need to improve it. Quoted verbatim, they say: "All we copy from abroad learn English is fine, but in our country we have our words to speak." "I think that Spanish is a language very rich and very much ours to change it or use another." "I think we should learn to speak Spanish better." (UTN)

History has shown that a language has its own life and endures. So says Gabriel Garcia Marquez in his "Discourse on the word" paragraphs that we have chosen to complete this work

Humanity will enter the third millennium under the rule of words. It is true that the image is displaced or that may become extinct. On the contrary, this power: the world never had many words with so much scope, authority, and will as in the great Babel of modern life. Invented words, or Hallowed battered by the press, disposable books, for the advertising signs, spoken and sung on the

radio, television, cinema, telephone, public speakers, shouted a broad brush on the walls of the street or whispered in his ear in the shadows of love. No. The big loser is the silence. Things are now so many names in many languages is not easy to know what they're called nowhere. The languages are scattered godmother loose, mix and mingle, fired toward the inevitable fate of a global language. "

The third study was done by Ileana Torres Rojas in Cuba. She said that in her study she have analyzed the Spanglish language phenomenon in a historical setting, sociological and cultural. As she has seen, there is a trend in the Hispanic community the use of this "hybrid" as some scholars have called the tongue. Its use not only speaking attributed to living in the United States as many thought, but has transcended the borders of that country.

Alfonso R. Castelao in Buenos Aires in 1971 said that "A language will not born genius of a group of men, born of the psychological predisposition of a people" This was the route that many have found to communicate in particular contexts.

Despite its detractors, has been characterized, classified, and even dictionaries have been edited for better understanding. As has been seen in the body of this work, our language too is a victim of this phenomenon in our community, where not only the youngest, but also those who in one way or another are related to technology they are using either, not realizing, perhaps, that we are helping the Spanish language to lose its integrity in our country,

language has allowed us to communicate for centuries and has been the vehicle of our culture.

DESCRIPTION, ANALYSIS, AND INTERPRETATION OF RESULTS

The following pages show the analysis of Anglicisms whose function words as nouns to express grammatical relationship. They are analyzed in three different aspects such as Linguistic, comparative, and sociological analysis.

In order to achieve this; Linguistic Analysis has to do with an etymological analysis, which includes the origin and evolution, the comparative Analysis has to do with a combination of qualitative or quantitative analysis to determine the variations and percentages between the variables and sub variables.

The sociological Analysis has to do with interviews where the opinions of people become very important for us to know their acceptance of the Anglicisms in Ecuadorian Newspapers.

LINGUISTIC ANALYSIS

For the development of the Linguistic Analysis, ten words were chosen of each variable from National, Local and Tabloid newspapers. Following words are the ones that appeared the most in the variable.

Stock

It is a word that has been accepted in The Spanish Royal Academy and its meaning is a supply accumulated for future use as by a commercial establishment. In the Online Etymological

Dictionary, it is seen that the first time that this word appeared was in 1428, and its meaning was a sum of money, this word comes from Middle English *stok*.

The function of the word **stock** is a noncount noun in both languages English and Spanish. This word is used to denote that some companies have a supply accumulated for future use. This word has been found in the sub variable News from the variable source “EL UNIVERSO” containing the following phrase “hasta agotar **stock**”. In the context, this word acts as a noun and its meaning is the accumulation of products kept by the companies.

In the morphological analysis the word **stock** has not had changes or modifications during the last years. The accumulations of products are replaced by the word **stock** in some companies. In my opinion this word has enriched our vocabulary because some people that listen or have read this word, have come to understand that the products are special offers. So in essence, this word has been accepted by the technological and Internet fields.

Fans

This word has been accepted in The Spanish Royal Academy and its meaning is an enthusiastic person. In the Online etymological dictionary, this word first appeared in 1889 and comes from the Middle English word “fann”. Such meaning can be associated as a

devotee or enthusiastic person and possibly some form of the word “fanatic”.

The function of **fans** is a count plural noun; this word has been found in some newspapers, in the sub variable social pages from a variable source “EL UNIVERSO”, containing the following context “El hecho causó molestia en los ávidos **fans** del artista”. In this context, this word acts as a plural noun as well and its meaning is an enthusiastic devotee of a sport or a performing art. It usually means a spectator, an ardent admirer or enthusiast as to a celebrity or a pursuit of one. In this context this word also means a person who enjoys a presentation or is a spectator of public presentation.

On the morphological analysis the word **fans** has not had changes or modifications because it is used in both languages English and Spanish and spelled the same. It is used with both a plural and a singular meaning. According to my opinion, a spectator of public presentation is replaced by the word **fans** in some spectacles. This word enriches our vocabulary because the new generation era that has exposure with the Internet has made this word very useful in our language.

Show

This word has been accepted by The Spanish Royal Academy and its meaning is to display for sale, in exhibition or in competition. In the Merriam Webster online dictionary, it has been published that

this word comes from Middle English shewen and its meaning is a public exhibition or entertainment.

The word **show** has two grammatical functions, as a verb that means “make something visible”, and also as a countable noun that means a public presentation. This word has been found in the subvariable News, and it was part of an article from El Universo, which was entitled “Madre de un indocumentado herido espera su deportación”. In this article, the word was used as follows: “Ella prefirió quedarse sentada viendo un show musical”. In this context, its meaning is to express an emotion in the spectacle. This word is used to express a spectacle for any kind of people.

Regarding, the morphological analysis, the word **show** has not had changes or modifications because it is used in both English and Spanish. It is used as both plural and singular form. According to my research, a spectacle can be replaced by the word **show** in some public presentations. In my opinion this word deteriorates our vocabulary somewhat and it has also become important to conserve our culture because our new generation has accepted and diluted our vocabulary due to the use of the internet and new technology.

Jean

This word has not been accepted by The Spanish Royal Academy. Its meaning is a heavy strong twilled cotton. In the

Merriam Webster online dictionary this word comes from Middle English and it first appeared in 1577, and its meaning is pants made of jean or denim.

The grammatical function of the word **jean** is used as a count noun. This word has been found in the subvariable social pages from EL UNIVERSO. The word was found in the following context “Un par de **jeans** y camiseta holgada”. In this context, this word acts as a plural noun and its meaning is heavy strong twilled cotton pants made usually of jean or denim. This word also means a cloth that is used by everybody for different circumstances.

With respect to the morphological point, the word **jeans** has not had any changes or modifications because it is used in both, English and Spanish. It is mainly used as a plural form. According to my research, this word has replaced the word “pantalón”. This word deteriorates our vocabulary because with the new technology language is slowly destroying our Spanish Language.

Rally

It is a word that has been accepted by The Spanish Royal Academy and its meaning is "a series of shots interchanged between players before a point is won". In the Merriam Webster online Dictionary says that the word comes from the French word *rallier* and its meaning is to call together for a common purpose or assemble,

but, the Spanish Royal Academy Dictionary has taken the English language form and its word appeared in 1603.

The Grammatical function of the word **rally** is as verb and also as a noun. This word has been found in the sub variable sports sections from EL MERCURIO newspaper. The word was found in the following context “fijamos la fecha del **rally**”. In this context, this word acts as a noun and its meaning is an automobile or motorcycle competition using public roads and ordinary traffic rules with the object of maintaining a specified average speed between checkpoints over a route unknown to the participants until the start of the event.

With respect to the morphological point, the word **rally** has not had any changes or modifications because this word is used in both English and Spanish, but its pronunciation may be changed. According to my research, this word has replaced to compete. It slowly deteriorates our vocabulary thus allowing us to lose our cultural identity.

Miss

It is a word that has been accepted by The Spanish Royal Academy and its meaning is a term of honour to a young girl. The Merriam Webster Online Dictionary states that word comes from Middle English shortened for *mistres*, its meaning is a courtesy titled before the surname or full name of a girl or an unmarried woman; it

is used as a form of polite address for a girl or a young woman and its word appeared in 1667.

The Grammatical functions of this word are as a noun, verb and an abbreviation. This word has been found in the subvariable Sports from “EL UNIVERSO”. In this article, the word was used as follows, “la yegua norteamericana **miss** Vancouver”. In this context this word acts as a noun that describes a female horse and its meaning is in singular form.

Regarding, the morphological point, the word **miss** has not had any changes or modifications because it is used in both languages English and Spanish. It is used as singular or plural form. According to my research, the word **miss** has replaced the meaning of an unmarried woman in our culture.

Full

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is completely full. The Merriam Webster Online Dictionary states that word comes from Middle English *full*.

The grammatical functions of the word **full** are: as a verb, noun, adjective or an adverb. This word has been found in the sub variable Ads from “EL MERCURIO” newspaper and utilized in the following phrase, “mazda **full** equipo”. Full is a word that acts as an

adjective and its meaning here is a completely stocked vehicle, entirely equipped.

With respect to the morphological point, the word **full** has not had changes or modifications because it is used in both English and Spanish. It is used as a correct adjective and according to my opinion this word has replaced the meaning of a complete thing.

Ticket

It is a word that has been accepted by The Spanish Royal Academy and its meaning is a card or piece of paper that gives its holder a right or privilege. The Merriam Webster Online Dictionary says that the word comes from Middle French *etiquete, estiquette* but the Spanish Royal Academy takes it from English. Its meaning is a document of identification, a paper slip or card indicating that its holder is entitled to a specified service, right or consideration, and this word appeared in 1520.

The grammatical functions of the word **ticket** are as a noun and also as a verb. This word has been found in the subvariable Social Pages from the “EL MERCURIO” newspaper. The word was found being used in the following context, “Los **tickets** pueden ser adquiridos”. In this context, this word means a document that serves as a certificate and a license; showing that a fare or admission fee has been paid or a means of access or passage for education.

With respect to the morphological, the word **ticket** has had changes or modifications because in the Spanish Royal Academy appears as “tique” but this word has been taken from the English word **ticket**. According to my research, the word **ticket** has replaced a small card or document that we use for a turn or place.

Light

This word has been accepted by The Spanish Royal Academy and its meaning is "brightness". The Merriam Webster Online Dictionary states that this word comes from Middle English *leht* and it appeared before the 12th century.

The grammatical functions of **light** are as a noun, an adjective and a verb. This word has been found on the sub variables Report section from “EL MERCURIO” newspaper. The word was found in the following context “Teoría light”. In this context, this word acts as an adjective and its meaning is to make vision possible or to make the sensation aroused by stimulation of the visual receptors according the life passages. This word relates to having little weight or not heavy.

Regarding, the morphological point, the word **light** has not had changes or modifications because it is used in both languages English and Spanish. It is used as an adjective because people look for the products or meals they are most interested within the

message. According to my research, the word **light** has replaced meals that have been elaborated with a few calories.

Cross

It is a word that has been accepted by The Spanish Royal Academy and its meaning is a career of long distance across country. In the Merriam Webster Online Dictionary it is stated that word comes from Middle English *cross*, which its meaning is to move or direct across open country rather than following tracks, roads or runs and this word appeared before twelfth century.

The grammatical functions of **cross** are as a noun, verb, adjective, preposition and an adverb. This word has been found in the subvariables Sports section from “EL MERCURIO” newspaper in the following phrase: “campeonato Nacional de Cross”. In this context, this word acts as a noun that means combining several sports or several approaches to the same sport so that you can have a longer or more fulfilling sports career.

Regarding the morphological analysis, the word **cross** has not had changes or modifications because it is used in both English and Spanish. According to my opinion, the word **cross** has replaced to identify different sports, for example, motocross.

Out

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is a direction away from inside or center. In the Merriam Webster Online Dictionary it says that word comes from Middle English *ut* and it appeared before the twelfth century.

Out have different functions as an adverb, verb, preposition and an adjective. This word has been found in the subvariable Sports section from the “EL UNIVERSO” newspaper. The word was found in the following phrase, “anotaron tres veces con dos outs”. In this context, the word acts as an adverb and its meaning is so as to end the offensive turn of another player or a side, for example in baseball as a fly out. In addition it also means going away from the center or middle.

With respect to the morphological point, the word out has not had changes or modifications because it is used in both English and Spanish. It is used mainly as an adverb and according to my research, the word out has replaced in different sports where the journalists use this word to explain that the ball or game is out.

Set

It is a word that has been accepted by The Spanish Royal Academy and its meaning is a group of things of the same kind that belong or are used together. The Merriam Webster Online Dictionary

states that word comes from Old English *settan* and it appeared in the twelfth century.

The grammatical functions of the word **set** are as a noun, a verb and an adjective. This word has been found in the sub variable sports section from the “EL UNIVERSO” newspaper. This word was found in the following phrase, “del Segundo set y fue amonestado”. In this context, its meaning is a group of games constituting one division or unit of a match, as in tennis and other sports, part or sleeve of a game with independent comparison.

With respect to the morphological point, the word set has not had changes or modifications because it is used as a noun in both English and Spanish. According to my research, the word set has replaced a group of games constituting one division or unit of a match as in tennis.

Game

This word has not been accepted by The Spanish Royal Academy and its meaning is an activity providing an entertainment or amusement like a pastime. The Merriam Webster Online Dictionary says that the word comes from Old English *gamen* and this word appeared before the twelfth century.

The grammatical functions of game are: as a noun, a verb and an adjective. This word has been found in the sub variable Sports

section from the “EL UNIVERSO” newspaper. This word was found in the context, “en el décimo Segundo game”. In this context, its meaning is a competitive sport in which players contend with each other. It can be a physical or mental competition conducted according to a set of rules in order to obtain a lot of numbers of points necessary to win.

With respect to the morphological point, the word game has not been changed or modified because it is used in both English and Spanish. It is used as a noun and its meaning is an entertainment venue or past time. According to my research, the word game has replaced a way to accumulate a score at any given time in a game.

Hit

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is to contact forcefully or strike. In the Merriam Webster Online Dictionary, it says that word comes from Old English *hyttan* and it appeared before the twelfth century.

The grammatical functions of **hit** are as a verb, noun and an adjective. This word has been found in the sub variable Sports section from the National Newspaper “EL UNIVERSO”. This word was found in the following context “Sumó seis hits, entre ellos dos jonrones en doce turnos”. In this context, this word acts as a noun and its meaning is a base hit in baseball.

Regarding the morphological point, the word **hit** has not had changes or modifications because it is used in both English and Spanish. It is mainly used as a noun and according to my research; the word **hit** has replaced an act or instance of hitting or being hit.

Basket

It is a word that has been accepted by The Spanish Royal Academy and its meaning is a net open at the bottom and suspend from metal ring that constitutes the goal in basketball. The Merriam Webster Online Dictionary states that the word comes from Middle English and it appeared in the fourteenth century.

The grammatical function of the word **basket** is a noun. This word has been found in the subvariable Sport section from the National Newspaper “EL UNIVERSO”. This word was found in the following phrase “competirán en atletismo, basquet, en silla de ruedas, fútbol 7, goalball”. In this context this word acts as a noun and its meaning is a game played between two teams of five players each, the object being to throw the ball through an elevated basket on the opponent side of the rectangular court. The ball is used in this game.

With respect to the morphological analysis, the word **basket** has had some changes. In the Spanish language this word is written in the following way “basquet” and it is used as a noun. According to

my research, the word **basket** is a short form for basketball. It is replaced by the score made by throwing the ball through this goal.

Chat

It is a word that has not been accepted by The Spanish Royal Academy” and its meaning is to talk in an easy and familiar manner; to talk lightly and casually. In the Merriam Webster Online Dictionary it is expressed that the word comes from Middle English **chatten** and this word appeared in the fifteenth century.

The grammatical functions of **chat** are as a noun and also a verb. This word has been found in the sub variable News section from the Local Newspaper “EL MERCURIO”. This word was found in the following phrase, “Transacciones en línea, **chat**, música”. It is used to talk in an informal or familiar manner, or to take part in an online discussion like in a chat room, to participate in computer chats, or in a synchronous exchange of remarks over a computer network, to talk lightly, glibly or in a flirtatious conversation.

Regarding the morphological point, the word **chat** has had changes because in a Spanish context it means “chatear”. In Spanish language add “ar, er, ir” in the verb, for this reason the word had changed. It is used as a noun and according to my research, the word **chat** has replaced to an online discussion in a chat room.

Shock

It is a word that has not been accepted by The Spanish Royal Academy. Its meaning is a general physiological reaction to rigorous trauma or illness. In the Merriam Webster Online Dictionary says that the word comes from Middle English “sudden blow”.

The grammatical functions of **shock** are as a noun and also as a verb. This word has been found in the sub variable News section from the Tabloid “EL EXTRA”. This word was found in the following context, “La falta de líquidos puede llevar al **shock** hipobolémico”. In this context, this word acts as a noun and its meaning is the disturbance of function, equilibrium, or mental faculties caused by such a blow or violent agitation.

With respect to the morphological analysis, the word **shock** has not had changes or modifications because it is used in both English and Spanish. It is used mainly as a noun and according to my research; the word **shock** has replaced a heart attack.

Stress

It is a word that has been accepted by The Spanish Royal Academy and its meaning is one of bodily or mental tension resulting from factors that tend to alter an existent equilibrium. In the Merriam Webster Online Dictionary it is stated that the word comes from Middle English *stresse* and it appeared in the fourteenth century.

The grammatical functions of **stress** are as a noun and also as a verb. This word has been found in the sub variable Ads from the Tabloid paper “EL EXTRA”. This word was found in the following phrase, “Termo masaje **stress** columna”. In this context, this word acts as a noun and its meaning is a physical, chemical, or emotional factor that causes bodily or mental tension and may be a factor in disease causation, characterized increased heart rate, a rise in blood pressure, muscular tension, irritability and depression.

Regarding the morphological point, the word **stress** has had changes in the written form because in Spanish language it is “estrés”. It is used as a noun and according to my opinion, the word **stress** has replaced an applied force or system of forces that tends to strain or deform a body.

Hot

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is a high temperature, temperature higher than normal or desirable. The Merriam Webster Online Dictionary states that this word comes from Middle English *hat* and it appeared in the twelfth century.

The grammatical functions of **hot** are as a noun, an adverb and an adjective. This word has been found in the sub variables Ads from the Tabloid paper “EL EXTRA”. This word was found in the following

context, “Super **hot**”. In this context, this word means a sexual attraction, desire that is marked by intensity or emotion.

Regarding the morphological point, the word **hot** has not had changes or modifications because it is used in both English and Spanish. It is mainly used as an adjective and according to my research and experiences, the word **hot** has replaced to a sexual attraction.

Staff

It is a word that has not been accepted by The Spanish Royal Academy. Its meaning is the personnel who assist a director in carrying out an assigned task. In the Merriam Webster Online Dictionary says that this word comes from Middle English *staf* and it appeared before the twelfth century.

The grammatical functions of **staff** are as a noun and also as a verb. This word has been found in the sub variable Ads from the Tabloid paper “EL EXTRA”. This word was found in the following context, “Se necesita **staff** de venta”. In this context, it refers to an employee or member of a company or business.

With respect to the morphological point, the word **staff** has not had changes or modifications because it is used in both English and Spanish. It is used as a noun. According to my opinion, the word

staff has replaced the personnel who assist a director in carrying out an assigned task.

Hobby

It is a word that has been accepted by The Spanish Royal Academy and its meaning is an activity or interest pursued outside one regular occupation primarily for pleasure. In the Merriam Webster Online Dictionary states that word comes from Middle English *hoby*.

Grammatical function of **hobby** is a noun. This word has been found in the subvariable Social Pages from the Tabloid “EL EXTRA”. This word was found in the following context “Prepara los panes lo aprendió desde muy joven como un **hobby**”. In this context, this word means an activity or interest pursued outside one regular occupation, primarily for pleasure.

Regarding the morphological point, the word **hobby** has not had changes or modifications because it is used in both English and Spanish. It is used as a noun and according to my research, the word **hobby** has replaced a pastime, entertainment that is practiced habitually.

Senior

It is a word that has not been accepted by The Spanish Royal Academy. Its meaning is a person older than another. In Merriam

Webster Online Dictionary says that this word comes from Middle English *senior*.

The grammatical functions of **senior** are as a noun and also as an adjective. It is a word that has been found in the sub variable Sports section from the Tabloid “EL EXTRA”. This word was found in the following context, “En la categoría **senior**”. This word means a person older than another, being in opposition, rank, or grade above other of the same set or class on this case in sports.

Regarding the morphological point, the word **senior** has not had changes or modifications because it is used in both English and Spanish. It is used as a noun and according to my research; the word **senior** has replaced a group of older people.

Look

This is a word that has been accepted by The Spanish Royal Academy and its meaning is a gaze or glance expressive of something. The Merriam Webster Online Dictionary states that this word comes from Middle English *locian*.

The grammatical function of **look** is a noun. This word has been found in the sub variable Social Pages from the Tabloid “EL EXTRA”. This word was found in the following context, “Se ha cambiado el **look**”. In this context, it acts as an adjective and its

meaning is a physical appearance when pleasing, to be a distinctive, unified manner of dress or fashion.

Regarding the morphological analysis, the word **look** has not had any changes or modifications because it is used in both English and Spanish. It is used as an adjective and according to my research; the word **look** has replaced a physical appearance.

Chip

This is a word that has been accepted by The Royal Spanish Academy and its meaning is a small disk or counter used in poker and other games to represent money. In Merriam Webster Online Dictionary it says that the word comes from Middle English *cippian*.

The grammatical functions of **chip** are as a noun and also as a verb. This word has been found in the sub variable Social Pages from the Tabloid "EL EXTRA". This word was found in the following context "Playstation 2 con **chip**". In this context it means a minute slide of semiconducting material, processed to have specified electrical characteristics, an integrated circuit.

Regarding the morphological point, the word **chip** has not had any changes or modifications because it is used in both English and Spanish. It is used as a noun and according to my research; the word **chip** has replaced an integrated circuit.

Shop

This is a word that has not been accepted by The Spanish Royal Academy and its meaning is a commercial or industries establishment. In Merriam Webster Online Dictionary says that this word comes from Middle English *shoppe*, and it appeared in the fourteenth century.

The grammatical functions of **shop** are as a noun and also a verb. This word has been found in the subvariable Social Pages from the Tabloid “EL EXTRA”. This word was found in the following phrase, “Natural **shop**”. In this context, it acts as a noun and its meaning is a building or room stocked with merchandise for sale, a small retail establishment or a department in a large one offering a specified line of goods or services, a commercial or an industrial establishment, a business establishment, an office or a center of activity where to look something with the intention of acquiring it.

With respect to the morphological point, the word **shop** has not had any changes or modifications because it is used in both English and Spanish. It is used as a noun and according to my research, the word **shop** has replaced the place where can buy anything.

Single

This is a word that has been accepted by The Spanish Royal Academy and its meaning is individual, unbroken, unmarried. The

Merriam Webster Online Dictionary states that this word comes from Middle English *senple* and it appeared in the fourteenth century.

The grammatical functions of **single** are as a noun, a verb and an adjective. This word has been found in the subvariable Social Pages from the local newspaper “EL MERCURIO”. This word was found in the following context, “Su primer **single** denominado Tiramisu de Limón”. In this context, it means a song often from an album or compact disk, which is released for airplay, a song of one of these sides.

With respect to the morphological point, the word **single** has not had any changes or modifications because it is used in both English and Spanish. It is used such as a noun and according to my research; the word **single** has replaced a compact disk where there are new songs.

Master

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is to have control or authority. The Merriam Webster Online Dictionary says that word comes from Middle English *magister*.

The grammatical functions of **master** are as a noun, an adjective and a verb. This word has been found in the sub variable Sports section and it was part of an article from the Tabloid “EL

EXTRA” which was entitled, “agrupación Gavica vapuleó a Economistas Opeas”. In this article, the word was used as follows: “**master** grupo B”. In this context, its meaning is a group of people who belong to a team in where all are older than the others teams.

Regarding the morphological analysis, the word **master** has had changes and modifications because in the Spanish context “**máster**” is used; therefore, this word changes in the pronunciation and writing. It is used such as a noun and according to my research, the word **master** has replaced a team of older People.

Stand

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is to rise to an upright position or maintain as specified. The Merriam Webster Online Dictionary states that word comes from Middle English *standan* and it appeared before the twelfth century.

The grammatical functions of **stand** are as a noun, an adjective and a verb. This word has been found in the subvariable Social Pages from the Tabloid “EL EXTRA”. This word was found in the following context, “En cada **stand** te esperan impulsadoras”. In this context this word has different meanings: to occupy a place or location, to have or maintain a relative position in or as if in a graded scale or to be in a particular state or situation.

With respect to the morphological point, the word **stand** has not had changes or modifications because it is used in both English and Spanish. It is used mainly as a noun and according to my research, the word **stand** has replaced a place or location.

Sport

It is a word that has not been accepted by The Spanish Royal Academy and its meaning is a physical activity that is governed by a set of rules. The Merriam Webster Online Dictionary says that word comes from Middle English shortened for *disporten* and it appeared in the fifteenth century.

The grammatical functions of **sport** are as a noun, verb and an adjective. This word has been found in sub variable Sports section from a Variable from Newspaper "EL MERCURIO". This word was found in the following phrase, "Actividad física, se organiza la I Copa Ciclón **Sport**". In this context this word can have different meanings: physical activity that is governed by a set of rules or customs and often engaged in competitively, an active pastime, a form of recreation.

Regarding the morphological point, the word **sport** has not had any changes or modifications because it is used in both English and Spanish. It is used mainly as a noun. According to my opinion, the

word **sport** has replaced by a competitive physical activity that is governed by a set of rules.

Stop

It is a word that has been accepted by The Spanish Royal Academy and its meaning is to obstruct or block passage on. In the Merriam Webster Online Dictionary states that word comes from Middle English *stoppen*.

The grammatical functions of **stop** are as a noun, a verb and an adjective. This word has been found in sub variable Ads, Variable from the Newspaper “EL MERCURIO”. This word was found in the following context, “Buscas estabilidad laboral **¡stop!**”. It means to put an end to what one is doing.

Regarding the morphological point, the word **stop** has not had any changes or modifications because it is used in both English and Spanish. It is used mainly as a noun and according to my research; the word **stop** has replaced to interrupt one course or journey for a brief visit or stay.

COMPARATIVE ANALYSIS

The comparative analysis of this research study has a unique characteristic. Since it shares some aspects of statistical methods. The aim of this comparative analysis is to know in what variables (Ecuadorian newspapers) such as El Universo, El Mercurio, El Extra, as in the sub variables such news, ads, social pages, reports and sports there are more Anglicisms.

For this analysis, the information has been taken from each newspaper starting with the national newspaper, "EL UNIVERSO", where there are more Anglicisms in the variable sports with a frequency of 37 words or an equivalent to 30%. Second, there are Anglicisms in the sub variable news with a frequency of 27 words, which is an equivalent to 22%. Third, I could find the sub variable Social Pages with a frequency of 24 words, and its equivalent is 20%. Finally, we have Reports with a frequency of 20 words and its equivalent is 16%, and Ads with a frequency of 14 words and its equivalent is 11.5%.

The second variable was taken from the Local Newspaper, "EL MERCURIO". This newspaper contains more Anglicisms on Ads with a frequency of 72 words that is equivalent to 47%, followed by Social pages with a frequency of 33 whose equivalent is 28%. Next, the subvariable News had a frequency of 19 words with an equivalent of

12.5%; then Sports that had a frequency of 16 words with an equivalent of 10.5%. The last of all, Reports with a frequency of 13 words that had an equivalent of 8.5%.

The third, and the last newspaper is the Tabloid “EL EXTRA”. In this newspaper there are more Anglicisms in the sub variable Ads with a frequency of 70 words by means of 50%. Next, sports where there is a frequency of 30 that is equivalent to 21%. Then, the subvariable Social Pages which has a frequency of 29 words which equivalent is 21%. News has a frequency of 9 words which equivalent to 6%. Finally, Reports has a frequency of 3 words with equivalence of 2%.

According to the percentages and frequencies there are more Anglicisms in Ads because there are a lot of ostentatious ads, and advertisers use these kinds of words to call the attention of the readers to sell or spread their products.

The newspaper that has more Anglicisms is the Local Newspaper “EL MERCURIO”. As a result, the newspaper has a frequency of 153 words with an equivalent of 37%. Next, it is followed by a Tabloid “EL EXTRA”, with a frequency of 141 whose percentage is of 34%. And last, is the National Newspaper “EL UNIVERSO” that has a frequency of 122 words that are equivalent to 29%.

SOCIOLOGICAL ANALYSIS

The sociological analysis has a great number of Anglicisms which mark a political and social transition in the society dealing with social questions or problems, focusing on cultural and environmental factors rather than on psychological or personal characteristics. The information of this Research was provided by the society, and the roles and mutual relations of local and national newspapers with their sub variables such: news, sports, reports, ads, reports, and social pages.

According to some journalists, professional people and a Literature Teacher that were interviewed, a 66.67% or two thirds agree with the acceptance of Anglicism's because they express that it is important for the educational development; however, the 33.33% or one third do not agree; for this reason, they reject the Anglicisms in our Spanish culture, because they said that the Anglicisms deteriorate our language and culture.

For the sociological analysis, the information was gathered from the interviews of some readers of newspapers, an equivalent of 50% expressed their opinion and shared that Anglicisms enrich our language because people, students, and everybody in general needs to know some English words; for instance, when somebody uses the Internet he or she needs to know the meaning of some words that appear on the web page. On the other hand, a 50% said that the

Anglicisms deteriorate our language because they are using new words. For this reason, there are some barbarisms that destroy our language because they modify our own words, and change the pragmatic and syntactic order where they change the meaning negatively or attack it directly through the inclusion of foreign words in a natural language.

Anglicisms influence reading comprehension and according to the interviews, a 66.67% expresses that it is difficult to understand them because they are incomprehensible or unfamiliar, but a 33.33% says that Anglicisms do not make reading comprehension difficult because they are familiar with those words since they are part of the vocabulary.

CONCLUSIONS

After having finished this important research I have drawn the following conclusions:

- The anglicisms found as sample where analyzed in three linguistic aspects: etymological, morphological, and syntactic. The etymological to know their background; morphological to see what changes have they had when used in Spanish, and syntactic to see their function in the sentence.
- According to the comparative analysis, it can be determined that the local newspaper “El Mercurio” has shown more anglicisms than the national and tabloid newspapers because
- This research demonstrates that Ads contain more anglicisms because some companies use English words to attract the interest and attention of some readers to buy a certain product.
- The results obtained determine that the influence of the English Language is high in the three types of newspapers: “EL MERCURIO”, “EL UNIVERSO” and “EL EXTRA”.
- The descriptive analysis was developed taking into account the word, its origin, and whether it is accepted or not by the Spanish Royal Academy.
- The most used anglicisms in Ecuadorian newspapers is “full”, because it was found in all variables, especially in the subvariable ads.

- A 66.67% of the people interviewed do not agree with the use of Anglicisms in the Ecuadorian newspapers because they are unfamiliar and difficult understand when reading the news.
- Anglicisms are English borrowings that appear in the Ecuadorian newspapers to be part of our language. The influence of this foreign language occurs mainly by means of migration and technology advances such as the Internet.
- Most of the anglicisms that were analyzed do not have morphological changes. It means that they are shown in the same way as they appear in English.
- Readers of newspapers appear to be familiar with the use of anglicisms, they even accept them as part of their lexicon; that is why newspapers keep using them in their columns.

BIBLIOGRAPHY

BOOKS

Burneo, R. M. (2009). *Syntax*, UTPL Printing Press, Loja, Ecuador.

Espinoza, C. (2008). *English Phonology*, UTPL Printing Press, Loja, Ecuador.

Harris, R. A. (1993). *The linguistics wars*. Oxford: Oxford University Press.

Lepschy, G. C. (1972). *A survey of structural linguistics*. London: Faber and Faber.

Newmeyer, F. J. (1986). *The politics of linguistics*. Chicago: University of Chicago Press.

Robins, R. H. (1979). *A short history of linguistics*. London: Longman. 2nd edn.

DICTIONARIES.

Houghton Mifflin Company. *The American Heritage College Dictionary*. (Fourth Edition). Boston – New York.

WEB SITES

Chomsky N. (2009). *Linguistic Journal*. (En línea) Disponible en:
www.linguisticsjournal.com/thesis_Guo.pdf (Consulta 16-10-2009)

Fernandez Pacheco J. M. (1894). *Diccionario de la Real Academia de la Lengua Española* (En línea). Madrid. Disponible en:
<http://buscon.rae.es/drae/>. (Consulta 17-02-2010).

Guzman Gonzalez T. (2003). *The impact of lexical anglicisms in Spanish film magazine: a case study across time*. Spain. Disponible en: http://www.let.leidenuniv.nl/hsl_shl/anglicisms.htm (Consulta 17-10-2009)

Harper D. (2001). Online Etymology Dictionary (En línea). West Chester. Disponible en: <http://www.etymonline.com>. (Consulta 10-02-2010)

Merriam G. y Merriam C. (1831). *Merriam Webster Online Dictionary* (En línea). Springfield Massachusetts. Disponible en: <http://www.merriam-webster.com/dictionary>. (Consulta 10-02-2010).

Newmeyer F. J. (2006) *Applied Linguistics* (En línea). Disponible en: <http://al.brody.com.ua/History%20of%20Linguistics.html> (Consulta 17-10-2009)

Ryan K. and Murphy R. (1950). *Language and Linguistics* (En línea).

U.S.A. Disponible en:

http://www.nsf.gov/news/special_reports/linguistics/change.jsp

(Consulta 17-10-2009)

Shigemoto J. (2009). *Language Change and Language Planning and*

Policy. (En línea) Disponible en:

<http://www.prel.org/products/Products/language-change.pdf>

(Consulta 17-10-2009)

Wales J. and Sanger L. Wikipedia. The free encyclopedia.(2001)

Linguistics (En línea). Disponible en:

<http://en.wikipedia.org/wiki/linguistics> (Consulta 12-10-2009)

ANNEXES

ANNEX N^o. 1

QUALITATIVE RESEARCH

Chart One

Variable: National Newspaper “EL UNIVERSO”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Two

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Three

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Four

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Five

Variable: National Newspaper “EL UNIVERSO”

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author Nancy Jiménez Quezada .

Chart Six

Variable: Local Newspaper “EL MERCURIO”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Seven

Variable: National Newspaper “EL MERCURIO”

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Eight

Variable: Local Newspaper “EL MERCURIO”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Nine

Variable: Local Newspaper “EL MERCURIO”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Ten

Variable: Local Newspaper “EL MERCURIO”

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Eleven

Variable: Tabloid “EL EXTRA”

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Twelve

Variable: Tabloid “EL EXTRA”

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Thirteen

Variable: Tabloid “EL EXTRA”

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Fourteen

Variable: Tabloid “EL EXTRA”

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

Chart Fifteen

Variable: Tabloid "EL EXTRA"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author

ANNEX N^o. 2

Quantitative Research

Chart Sixteen

Variable: National Newspaper “EL UNIVERSO”

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author

Chart Seventeen

Variable: Local Newspaper “EL MERCURIO”

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author

Chart Eighteen

Variable: Tabloid “EL EXTRA”

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word Repetition Number

Author

ANNEX N^o. 3



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA

La Universidad Técnica Particular de Loja

UN ANALISIS DESCRIPTIVO DE LOS ANGLICISMOS USADOS EN LOS PERIODICOS ECUATORIANOS.

Nombre: _____

Edad: 20-30 30-45 45 en adelante

Profesión _____

El objetivo de esta encuesta es identificar los factores sociales del cambio del lenguaje en nuestro país, determinar el nivel de influencia del Lenguaje Ingles en las expresiones lingüísticas usadas en los periódicos ecuatorianos.

Los anglicismos son palabras en inglés encontradas en los periódicos ecuatorianos.

1. Los anglicismos contribuyen de manera positiva o negativa en nuestro desarrollo cultural.

Si ____ No ____

En que?

Educativo Deportivo Social

Comercial Periodística

2. Los anglicismos dificultan la comprensión de la información en la prensa escrita.

Si ____ No ____

Porque?

Incomprensible muy extenso poco conocido

3. En los siguientes medios escritos de comunicación ha encontrado Usted anglicismos?

SI ____ NO ____

En cuales?

EL UNIVERSO EL MERCURIO EL EXTRA
OTROS

4. Señale en que espacio hay más anglicismos dentro de la prensa escrita (periódicos).

Noticias anuncios Reportes Deportes
Paginas Sociales Editorial

5. Cree que las personas acepten los anglicismos como palabras propias de su lenguaje.

SI ____ NO ____

6. Señale los anglicismos que mas ha encontrado en la prensa escrita.

full Reality Stock Play Station fans
cross show set Marketing

Otros _____.

Gracias por su Colaboración.

Nancy Jiménez Quezada