



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA
La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN
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

AUTHORS:

Játiva Manobanda Jaqueline Paola

Navas Román Jessica Ivonne

ADVISOR:

Mgs. Luz Castillo

CENTRO UNIVERSITARIO GUAYAQUIL

2010

CERTIFICATION

Mgs. Luz Castillo

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 Particular de Loja.

Loja, 16 de Septiembre del 2010

Signature.....

THESIS ADVISOR

CONTRATO DE CESIÓN DE DERECHOS DE TESIS DE GRADO

Nosotros, Paola Játiva y Jessica Navas Román declaramos ser las autoras del presente trabajo y eximimos expresamente a la Universidad Técnica Particular de Loja y a sus representantes legales de posibles reclamos o acciones legales.

Adicionalmente declaramos 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: “Forman parte del patrimonio de la Universidad de la propiedad intelectual de investigaciones, trabajos científicos o técnicos y tesis de grado que se realicen a través, o con el apoyo financiero, académico o institucional (operativo) de la Universidad”.

F.....

F.....

Autores

AUTHORSHIP

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

DATE: September, 16th, 2010

SIGNATURES

TABLE OF CONTENTS

Certification.....	ii
Copyrights contract	iii
Authorship	iv
Abstract.....	1
Introduction.....	.2
Methodology.....	.6
Results.....	9
Discussion.....	28
Theoretical background.....	28
Description and Analysis of Results	69
Comparative analysis	93
Sociological analysis	97
Conclusions	100
Bibliography.....	103
Annexes	110

ABSTRACT

This research work intends to analyze the level of influence that most common anglicisms have on language usage in newspapers; in addition, this research analyzes social factors that influence the use of foreign expressions in the written language in newspapers and the way anglicisms are used within each section of newspapers selected.

This investigation took place in Guayaquil and the sample was selected from a set of newspapers classified as follows: a national newspaper, a local newspaper and a tabloid. Therefore, this research work focused on analyzing the language usage of these newspapers: El Universo, El Expreso and Extra; thus, the most common used anglicisms were selected from each of these sections on each newspaper: news, ads, social pages, reports and sports. The information mentioned previously was collected during 7 consecutive days and analyzed using the Analytic and Descriptive methods.

As a result, the analysis made revealed that the section ads had the highest amount of anglicisms on all newspapers due to the use of short words as requirement of little space available; in addition, the comparative analysis had shown that the national newspaper “El Universo” has the highest amount of anglicisms.

Finally, the sociological analysis shows that the use of anglicisms has a deep influence on our culture and the way information is transmitted and understood by Ecuadorians.

INTRODUCTION

English language as a global language has influenced a lot of languages through different means; for this reason, is important to analyze the level of influence of foreign expressions on the written language of some Ecuadorian newspapers.

In consequence, a set of the most common anglicisms were collected during seven consecutives days from three different Ecuadorian newspapers: a national newspaper, a local newspaper and a tabloid; on each of those newspapers, the set of anglicisms were gathered from different sections such as: news, ads, social pages, reports, and sports. The analysis made on those anglicisms shows that anglicisms are mostly used in the section ads in all newspapers and the national newspaper “El Universo” uses more anglicisms that other newspapers.

The use of anglicisms on the Spanish language has been studied by different authors; one of the most representative researchers for this study is Ródriguez González (1999) who states that anglicisms usage results from the contact between languages and syntax field is the most affected by foreign words within a language. Similarly, Pharies (2002) states that morphosyntactic changes in languages is the most difficult field of study.

In addition, Valikova (2007) mentions that Chris Pratt analyzed for the first time words that come from other languages and defined different types of word importation; in the same way, Penny (2002)

also mentions that anglicisms are used for define new concepts affecting in great manner the semantic field of a language. In addition, Delgado (2005) has done an important research on anglicisms in the language usage of newspapers in Costa Rica; therefore, he gives relevance to the level of knowledge that readers must have in relation to some types of anglicisms as in the case of technical terms introduced into a the Spanish language. According to Delgado, a better understanding of a topic helps journalist to transmit the information successfully.

As a consequence, this research brings a means to know the influence of the English language on the written language in newspapers; in this way, this research provides a better understanding about how journalists use anglicisms trying to communicate information to readers. Also, this research gives important clues for journalists about thetir language usage on newspapers because

Even though, the gathering process had represented a great deal of work trying to identify anglicisms on each section of collected newspapers; it was necessary to buy books and dictionaries related to the topic. In addition, an average of 40 hours was dedicated to collect the data for the research and writing the thesis project. Also, other means were employed to obtain the necessary information for this research as: internet, books, and interviews with some experts and journalists.

As a final point, these were the main goals achieved:

- To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers: there is a high level of influence of the English language in the national newspaper “El Universo”. Therefore, this objective was achieved in 90% due to the total amount of 513 anglicisms found among all newspapers.
- To identify syntactic and lexical anglicisms more commonly used in newspapers material in Ecuador: the most common anglicisms found were: *full, gol, laptop, mall, buffet, call center and suite*. Therefore, this objective was totally achieved in 90% because those terms had the highest word repetition number.
- To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic – semantic and morphological aspects: anglicisms gathered were analyzed looking up their acceptance by the Real Academia de la Lengua Española and their description and etymology described by the Merriam-Webster dictionary. It was found that the majority of anglicisms belongs to the Middle English and according to the results their meaning in the English language usually match in meaning in the Spanish language, so this objective was totally achieved in 100%.
- To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used: the section ads reveals to be

the section with the highest amount of anglicisms because people usually use English words that shortly communicate full meaning; so, this objective was achieved in 100%.

- To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers: this objective was achieved in 100% because Ecuadorians from high social classes show more acceptance of anglicisms due to their knowledge of the English language commonly taught in high schools; also, the influence of new technologies is an important factor that increase the use of anglicisms on the language usage of newspapers.

METHODOLOGY

The most important antecedents of this research are going to be described in this section; also, aspects about design, techniques and the process applied in gathering the sample for this research are going to be described.

First of all, this research project began with the elaboration of the theoretical background; thus, to write the theoretical background was necessary to find information in books, magazines, internet, etc., this process was completed until December, 15th, 2009. The theoretical framework was elaborated using the bibliographical method and it was organized according to recommendations provided by Universidad Técnica Particular de Loja (UTPL).

After that, twenty one newspapers were collected over a period of seven days; these newspapers were considered as the variables for this research and consisted on: national newspaper “El Universo”, local newspaper “Expreso” and tabloid “Extra”. It is important to mention that the national newspaper “El Universo” is the most popular newspaper in Ecuador read by middle-to-high social classes; in the same way, the local newspaper “Expreso” is a well-known newspaper in Guayaquil but it is read by middle-to-low social classes; finally, the tabloid “El Extra” is a popular newspaper read by people that belong to lower social class.

So, Anglicisms were classified according to a determined section on each newspaper, each anglicism was identified reading

articles that contained probable anglicisms on each of these sections: news, ads, social pages, reports, and sports which were considered as the indicators for each variable mentioned before; each anglicism found was circled and its paragraph was underlined. After that, each word was analyzed using a dictionary of anglicisms and the web page of Real Academia de la Lengua Española to verify its origin as Anglicism. Then, those confirmed anglicisms were classified into a chart that contains the number of frequency of each Anglicism, the title of the article, the paragraph on which each Anglicism was found and the corresponding date.

Next, before February, 15th, 2010 quantitative and qualitative methods were used to tabulate the gathered information according to charts provided by Universidad Particular de Loja. Qualitative charts contain anglicisms found as well as their frequency, title of the article, paragraph and date of the newspaper for each of the sections analyzed on each newspaper that were used as indicators mentioned previously; in the same way, quantitative charts contain the total frequency of anglicisms on each section for each newspaper and their respective percentage. Also, according to model of chart provided by UTPL the most frequent anglicisms were classified to be used in the comparative analysis.

Finally, before April, 15th the last part of this research was elaborated and consists on the analysis and discussion of the obtained results. Therefore, anglicisms found were analyzed

according to each variable and indicator; this analysis consists on giving a description about the acceptance of each anglicism by the Real Academia de la Lengua Española (RAE), its etymology and origin time, its meaning within the English and Spanish language, its usage according to the paragraph in which each anglicism was found and explanations about changes in morphology and spelling. Also, a comparative analysis was made using data on quantitative charts in order to determine the most representative frequency of anglicisms according to each sub variable represented by the different sections of the newspapers collected; in the same way, this comparative analysis provide information about the most common anglicisms used according to each variable represented by the newspapers gathered. Also a sociological analysis was made in order to know the level of acceptance or rejection that society shows about anglicisms; in the same way, this sociological analysis was made to know the level of influence that anglicisms have on cultural identity and language structure.

RESULTS

The purpose of this research is to identify main sources of language variation in the language used in newspapers; for this reason, this section contains a wide set of the most important anglicisms that have been gathered from three newspapers. These newspapers are: national newspaper “El Universo”, local newspaper “Expreso” and tabloid “Extra”; on each newspaper these sections have been considered to gather the necessary information: news, ads, social pages, reports and sports.

In addition, the sample was gathered in Guayaquil during seven days since October, 20, 2009 until October, 26, 2009; then, descriptive charts were elaborated to classify the information according to each variable and its corresponding sub variable. In the same way, quantitative charts show the most frequent words found on each section for each newspaper and its corresponding percentage.

Finally, these results represent the necessary information that is going to be used in the comparative analysis.

Qualitative tabulation

Chart one

Variable: National newspaper El Universo

Subvariable: News

Anglicisms	Example	Word repetition number	Title of the article	Date
Líder	Fiscalía pide detención del líder opositor	2	Fiscalía pide detención del líder opositor	20-10-2009
Turismo	La empresa escapa a la regulación de turismo de caso concreto	8	No hay entidad que regule actividades de Invernum	21-10-2009
Dólar	Correa dijo que hay 2.500 millones de dólares para reactivar la economía	4	Gobierno anuncia plan para reducir el desempleo	21-10-2009
Bus	Paul Granda no consiguió bus	2	Cuenca amaneció sin transporte	24-10-2009
Comité	Marún en ese entonces actuaba como presidente del comité	8	Fiscalía investigó entrega de obras a Cosurca	26-10-2009

Authors: Jessica Navas and Paola Jativa

Chart two

Variable: National newspaper El Universo

Subvariable: Ads

Anglicisms	Example	Word repetition number	Title of the article	Date
Full	Volkswagen Gol 2005 full,,flamante	37	Automobile	21-10-2009
Show	Los jueves de rumba habrá show en vivo	4	Miércoles de peña	21-10-2009 24-10-2009
Club	Suscríbete al club de lectores del Universo	5	Club de lectores de El Universo	21-10-2009 24-10-2009
Suite	Centro, alquilo suites elegantes	15	Real State	20-10-2009 21-10-2009 22-10-2009 24-10-2009 25-10-2009 26-10-2009
Dólar	Punto de venta cafetería “El dólar”	1	Hombres G 25 aniversario	21-10-2009
Call center	Personal call center supervisores	10	Jobs and services (needed)	21-10-2009 24-10-2009 25-10-2009
Cyber	Señorita para trabajar en Cyber necesito	5	Jobs and services (needed)	21-10-2009 22-10-2009 24-10-2009 25-10-2009
Buffet	Buffet desde US5	15	Food services and social events	24-10-2009 25-10-2009
Shopping	Alquilo Dpto. Salinas, costa de oro cerca paseo Shopping	1	Real state	26-10-2009
Laptop	Baratas, vendo laptops nuevas	4	Products	26-10-2009
Best-seller	Ha escrito algunos best-seller	1	Seminarios	26-10-2009
Curve	Todo tu mundo está en tu curve	1	Porta	26-10-2009
Chat	Correos, fotos, chat	1	Porta	26-10-2009
Trackpad	Ahora con un trackpad	1	Porta	26-10-2009
Stock	Hasta agotar stock	1	G&G	26-10-2009
Hamburguesa	Se elaboran hamburguesas	1	Comida vegetariana	20-10-2009

Authors: Jessica Navas and Paola Jativa

Chart three

Variable: National newspaper El Universo

Subvariable: Social pages

Anglicisms	Example	Word repetition number	Title of the article	Date
Pop	Su álbum cargado de música pop	2	Bisbal apuesta por la fusión	20-10-2009
Mall	Cinemark (Mall del sol) Cinemark (Mall del sol)	14	Cartelera del cine	20-10-2009 21-10-2009 22-10-2009 24-10-2009 25-10-2009 26-10-2009
Operativo	Última versión del sistema operativo	2	Hoy sale a la venta Windows 7	22-10-2009
Rock	Hay varios seguidores del rock inglés	5	Rock en Inglés made in Ecuador	23-10-2009
Exclusivo	Lanzamiento exclusivo de film	1	Cine y literatura	23-10-2009
Film	Lanzamiento exclusivo de film El filme contará con varias entrevistas	2	Cine y literatura El último baile de Michael Jackson	23-10-2009 25-10-2009
Video	Se lanzó nuevo video de rock	1	Rock en inglés made in Ecuador	23-10-2009
Récord	Dueño de record mundial del pop	2	El último baile de Michael Jackson	25-10-2009

Authors: Jessica Navas and Paola Jativa

Chart four

Variable: National newspaper El Universo

Subvariable: Reports

Anglicisms	Example	Word repetition number	Title of the article	Date
Auditoría	Contraloría del Estado hizo una auditoría	3	Interagua tiene casi un año para regeneración	20-10-2009
On-line	A la pesca de clientes on-line	1	A la pesca de clientes on-line	21-10-2009
Web	La publicidad en la web crece imparable	2	A la pesca de clientes on-line	21-10-2009
Facebook	Facebook se usa también para publicitar productos	2	A la pesca de clientes on-line	21-10-2009
Marketing	El marketing en México es más interesante	1	A la pesca de clientes on-line	21-10-2009
Software	Es muy bueno navegar con un software libre como firefox	1	A la pesca de clientes on-line	21-10-2009
Plug-in	Además se necesita un plug-in para la navegación	1	A la pesca de clientes on-line	21-10-2009
Organización	La universidad en su organización debe desaparecer	3	La universidad ecuatoriana	22-10-2009
Líder	Raúl Reyes era el líder en ese entonces	1	2 vinculados con ataque en Angostura	22-10-2009
Operativos	Varios operativos en el aeropuerto	2	Incautan 280 Kg de droga en dos urbes	23-10-2009
Shopping	“Iba al paseo Shopping a comprar”	1	Kiki se gana la confianza de una barriada con barajas y regalos	26-10-2009

Authors: Jessica Navas and Paola Jativa

Chart five

Variable: National newspaper El Universo

Subvariable: Sports

Anglicisms	Example	Word repetition number	Title of the article	Date
Pitcher	Rodríguez y el pitcher continuaron en sus funciones	2	Yankees apeló ayer	21-10-2009
Innings	Sabathia estuvo brillante desde el box pues en 8 innings completos espació la carrera	3	Yankees apeló ayer	21-10-2009
Ponches	El cubano Morales espació además cinco ponches	1	Yankees apeló ayer	21-10-2009
Hit	Balger despacho pelota en base por hit	2	Yankees apeló ayer	21-10-2009 23-10-2009
Futbol	El futbol cerró la competencia que al final se realizó en el estadio olímpico	6	El título fue para Pichincha	21-10-2009 25-10-2009
Tenis	Campeón vigente dejará el tenis	4	Challenger en Guayaquil	22-10-2009 25-10-2009
Gol	Antonio Valencia anotó un gol en el minuto 54	23	Toño fulminó al CSKA	22-10-2009
Club	El presidente del Automóvil Club del Ecuador es Hernán Calle	10	Jean Tod sucede a Mosley	24-10-2009
Karting	Se dio el campeonato provincial de karting	1	Cardona se llevó la tercera válida	24-10-2009
Líder	Este resultado coloca a los morlacos como líderes	4	Deportivo Cuenca se mantiene como líder	24-10-2009
Shopping	Esta noche termina el Cosmic Bowling	1	Los bolos viven su fiesta en Quito con más de 80 competidores	26-10-2009
Bowling	Llamativo el	1	Los bolos viven	26-10-2009

	ambiente que se vive dentro del Bowling		su fiesta en Quito con más de 80 competidores	
--	---	--	---	--

Authors: Jessica Navas and Paola Jativa

Chart six

Variable: Local newspaper “El Expreso”

Subvariable: News

Anglicisms	Example	Word repetition number	Title of the article	Date
Dólar	Invertirán 20 millones de dólares	5	San Francisco va a nueva paralización	20-10-2009 24-10-2009 26-10-2009
Ticket	Todos obtuvieron su ticket aéreo	2	Asambleistas de PAIS han viajado más en 3 meses	21-10-2009
Ranking	El ranking abarca 175 países	3	Ecuador desciende puestos en ranking	21-10-2009
Turismo	Ministerio de Turismo otorga permisos	2	Ministerio de turismo da permisos	22-10-2009
Responsabilidad	Los dos países tienen la responsabilidad de aunar esfuerzos	1	Mandatarios de Ecuador y Perú rechazan armamentismo	23-10-2009
Comité	La moratoria se integra a los comités	12	Comités, la lucha es casa por casa	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart seven

Variable: Local newspaper "El Expreso"

Subvariable: Ads

Anglicisms	Example	Word repetition number	Title of the article	Date
Laptop	Vendo Laptop Toshiba	2	Products	20-10-2009
Full	Mistubishi, amplio full equipo	57	Automobile	20-10-2009
Cafetería	Los boletos están a la venta en cafetería "Pan dulce"	1	Hombres G	21-10-2009
Club	Club rotario organiza gran evento	3	Rotary Club condecora a periodistas	21-10-2009
Bingo	Bingo para recaudar fondos	2	Bingo para recaudar fondos	23-10-2009
Developer	Experiencia mínima 7 años en desarrollo con herramientas Developer 6i	1	Gineth Moreno	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart eight

Variable: Local newspaper “El Expreso”

Subvariable: Social pages

Anglicisms	Example	Word repetition number	Title of the article	Date
Líder	Líder del grupo ultrajó a colombianos	1	Alcade colombiano veta a calle 13	20-10-2009
Show	Ella presenta grandes shows	3	Mirla Castellanos	20-10-2009
Exclusivo	Lució un vestido exclusivo de un diseñador conocido	1	Una boda que salió tradicional	20-10-2009
Video	Se proyecta video del proceso de su obra	2	Cuenca, gran vitrina de arte	22-10-2009
Hobby	Su hobby era cantar en Karaoke	1	La Supernova del pop	23-10-2009
Rock	La conocida banda de rock anunció próxima gira mundial	1	Bon Jovi visitará 30 países	24-10-2009
Reality	10 chicas participarán en el mismo reality	1	En busca de la nueva kandela	24-10-2009
Manager	La manager del grupo será parte del jurado	1	Balboa tiene su propuesta	24-10-2009
Box	Es un homenaje al boxeador de ficción Rocky Balboa	1	Balboa y su propuesta	24-10-2009
Film	Debe haber un espacio donde la gente pueda ver los Films	2	Cinta tallada submarina	12

Authors: Jessica Navas and Paola Játiva

Chart nine

Variable: Local newspaper “El Expreso”

Subvariable: Reports

Anglicisms	Example	Word repetition number	Title of the article	Date
Tanques	Taxistas quieren adquirir tanques	2	Gas para taxis	20-10-2009
Bloqueo	Oposición plantea bloqueo de leyes	2	Nicaragua dividida tras fallo sobre reelección	22-10-2009
Dólar	Los cartones de mango se cotizan en 1 dólar adicional	4	Exportadores de mango cuidan precios con cupos	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart ten

Variable: Local newspaper “El Expreso”

Subvariable: Sports

Anglicisms	Example	Word repetition number	Title of the article	Date
Tenista	Ex tenistas volverán a deleitarnos	3	Ex figuras del tenis	20-10-2009
Club	Varios jugadores salen del club	5	Cuatro jugadores no seguirán en el ídolo	20-10-2009
Comité	Ella entrenaba en el comité olímpico	2	Gabriela ganó y piensa aumentar desafío	21-10-2009
Gol	Daniel no marco goles	9	Héctor marcó el ritmo de ANAI	21-10-2009 22-10-2009
Fútbol	El encuentro se desarrolló en el coliseo del fútbol	7	Héctor marcó el ritmo de ANAI	21-10-2009 23-10-2009
Baloncesto	Se obtuvo título de la Liga nacional de Baloncestos	1	Engel tuvo su soñado retiro del basquetbol	25-10-2009
Rally	El francés se proclamó campeón del mundo del rally	1	Gran Bretaña se convirtió en el fortín para francés Sebastianne Loes	26-10-2009
Shopping	Hoy finaliza en el Quicentro Shopping la competencia de bolos	1	Competencia de bolos en Quito	26-10-2009
Full	El piloto tiene full equipo para ganar	6	Todo a punto para gran final	26-10-2009
On-line	El resultado de	3	El deporte se	26-10-

	las competencias se puede ver ahora on-line		moderniza	2009
Penalty	Roberto paró un penalty a Daniel Ortega	7	River y Boca con lúcida igualdad	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart Eleven

Variable: Tabloid “El Extra”

Subvariable: News

Anglicisms	Example	Word repetition number	Title of the article	Date
By pass	Hubo dos crímenes en el by pass Quininde – Quito	1	Remezón en las PJ de Sto Domingo	21-10-2009
Spray	El fiscal dispuso hacer nueva revisión con spray especial	1	Examen a Tierrita	24-10-2009
Dólar	La construcción tendría un costo de varios millones de dólares	2	Un metro para Quito	24-10-2006
Líder	El líder del PRIAN realizó un balance de su gira por Europa	1	¡ Álvaro Noboa busca nuevos mercados!	25-10-2009
Shock	Un transeúnte resulto con heridas leves y shock psicológico	1	Oficial de la armada murió estampado contra un poste	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart Twelve

Variable: Tabloid “El Extra”

Subvariable: Ads

Anglicisms	Example	Word repetition number	Title of the article	Date
Mall	Navidad en Mall del Sur	5	Mall del Sur	20-10-2009
Express	Secuestro Express	2	35 años del Extra	21-10-2009 24-10-2009
Laptop	Con la compra de una laptop gratis un pendrive	25	Computron	22-10-2009 23-10-2009 24-10-2009 26-10-2009
Pendrive	Con la compra de una laptop gratis un pendrive	5	Computron	22-10-2009
Ticket	Con tu ticket participa en un sorteo	1	Laboratorio del terror	23-10-2009
Chat	Ahora puedes chatear desde tu celular	3	Porta	23-10-2009
Cabina	Reactivamos tu cabina gratis	1	Aprovecha	24-10-2009
Full	Todos los modelos son full equipo	30	Automobile	20-10-2009 22-10-2009 23-10-2009 24-10-2009 25-10-2009 26-10-2009
Sexy	Encuentra este	1	Lunes sexy	24-10-

	lunes sexy las fotos que querías			2009
On-line	Ahora tu conexión on-line está en tu celular	2	Porta	26-10- 2009
Call center	*Solicita el servicio llamando al call center	5	Porta	26-10- 2009

Authors: Jessica Navas and Paola Játiva

Chart Thirteen

Variable: Tabloid “El Extra”

Subvariable: Social Pages

Anglicisms	Example	Word repetition number	Title of the article	Date
Rating	Su duración solo sería hasta diciembre por falta de rating	1	Olga Dután... ¿a Canela TV?	20-03-2009
Look	El look de la nueva reina es de infarto	2	Expertos en belleza describen a reina	23-10-2009
Show	Alberto Plaza se robó el show	9	El centro de convenciones estuvo full	24-10-2009
Full	Alberto Plaza se robó el show	9	El centro de convenciones estuvo full	24-10-2009
Sweet	Estas nenas si están sweet!	2	Reina de mi tierra 2009	25-10-2009
Ranking	Sus canciones encabezan los rankings de las radios	1	Casi ángeles	26-10-2009
Funk	Lenny Kravitz se dejará seducir por su lado más funk	1	Artistas internacionales alistan álbumes	26-10-2009

Authors: Jessica Navas and Paola Játiva

Chart Fourteen

Variable: Tabloid “El Extra”

Subvariable: Reports

Anglicisms	Example	Word repetition number	Title of the article	Date
Manager	Tiene su manager en el Cyber espacio	1	Hablan las “prepago” de la web	22-10-2009
Background	El background de cada una es amplio	1	Hablan las “prepago” de la web	22-10-2009
Full	Full control contra narcos	1	Detienen a “Cromo” con droga en Milagro	25-10-2009
Reality	El negocio de los realitys ha crecido	2	Realitys: nueva atracción	25-10-2009
On-line	Actualmente existen muchas ofertas on-line	4	La web ofrece alternativas	25-10-2009
Record	En los últimos años las películas digitalizadas han batido records de taquilla	3	Películas animadas atraen más	25-10-2009

Authors: Jessica Navas and Paola Játiva

Chart Fifteen

Variable: Tabloid “El Extra”

Subvariable: Sports

Anglicisms	Example	Word repetition number	Title of the article	Date
	No se encontró			

Authors: Jessica Navas and Paola Játiva

Quantitative Tabulation

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	F	%
Anglicisms	News	24	10.34%
	Ads	103	44.37%
	Social Pages	29	12.5%
	Sports	58	25%
	Reports	18	7.76%
	Total	232	99.97%

Authors: Jessica Navas and Paola Játiva

Chart Seventeen

Variable: Local Newspaper “El Expreso”

	Section	F	%
Anglicisms	News	25	15.82%
	Ads	66	41.77%
	Social Pages	14	8.86%
	Sports	45	28.48%
	Reports	8	5.06%
	Total	158	99.99%

Authors: Jessica Navas and Paola Játiva

Chart Eighteen

Variable: Tabloid “El Extra”

	Section	F	%
Anglicisms	News	6	4.87%
	Ads	80	65.04%
	Social Pages	25	20.32%
	Sports	0	0%
	Reports	12	9.75%
	Total	123	99.98%

Authors: Jessica Navas and Paola Játiva

The most frequent Anglicisms

Chart Nineteen

Anglicisms	Word repetition number
Full	140
Gol	32
Laptop	31
Mall	19
Buffet	15
Call center	15
Suite	15

Authors: Jessica Navas and Paola Játiva

DISCUSSION

Through this section a theoretical framework about the most important point of views on anglicisms is presented in order to provide the necessary support to analyze the information gathered and presented on the previous section; also, results obtained on the research field are analyzed from a linguistic point of view considering an etymologic, syntactical and morphological analysis to understand the way newspapers use all anglicisms found. The analysis of results also includes a comparative study among the most used anglicisms to discover main source of frequency within each variable and to provide reasons about the most common anglicisms found; in addition, a sociological analysis will be presented to find to which extent those frequent anglicisms influence information read by readers. Finally, on the basis of these analyses a set of conclusions will be elaborated about the use of anglicisms on newspapers.

Theoretical background

Language is important because it allows human beings to have a mental representation of their daily experiences; moreover, language used in newspapers is a powerful tool because it has a great influence on the way a society represents thoughts from the natural world. Specifically, English has become a global language in the sense that it has achieved an important status recognized in all countries and many authors has proved that English as a lingua franca has an enormous influence on the written style that

journalists use when they transmit information; for this reason, this theoretical framework emphasize the linguistics features of languages and the consequences of the linguistic contact on written media.

LANGUAGE

Language has been broadly studied trying to explain how human beings represent their world through this powerful feature; according to Thomas, Singh and Peccei (1999), “Language is a rule-governed system” and there are lots of perspectives that depends on the purpose of language.

Similarly, a definition found on MSN Encarta (2009) says, “Language is the principal means used by human beings to communicate with one another”; for this reason, since ancient times researchers have been trying to study and define language. In this sense, Wikipedia (2009) briefly explains some perspectives on human language such as those mentioned by Hobbles and Locke, “language is an extension of the speech which human have within them”; on the other hand, Wikipedia (2009) also mentions that language developed as a consequence of human needs for communication.

But, MSN Encarta explains that not only language is spoken but also is written; concerning written language, Wikipedia (2009) explains that it refers to “the systematic creation and usage of symbols-each referring to linguistic concepts with semantic or logical or otherwise expressive meaning”. Therefore, written language, as Ferrer-Cancho and Solé (2001) mention in their article *the small*

world of human language, “allows human to construct a variety of sentences from a limited number of discrete units” and according to Fowler written language used in news, “is not neutral, but a highly constructive mediator”.

Finally, Delgado (2005) and Rodríguez González (1999) agree and mention that language contact provides to all language their capacity of being constantly changing.

LINGUISTICS

Language as representation of human experiences is always changing; therefore, linguistic research includes a variety of perspectives. On the first place, the study of language is carried out by Linguistics and according to Syal and Jindal (2007), “Linguistics is the scientific study of language”; Syal and Jindal also explain that language used to be studied by philosophy and that the term Linguistics is recent and refers to language as an autonomous system. According to them, it was necessary to give this perspective about language in order to explain its nature and provide a theory on it; therefore, modern Linguistics is frequently referred as descriptive linguistics.

Descriptive Linguistics concerns with language as system as Robins (1985) mentioned by Syal and Jindal states:

“Descriptive linguistics is concerned with the description and analysis of the ways in which a language operates and is used by a given set of speakers at a given time”.

But this approach of Descriptive linguistics, according to Syal and Jindal, was founded on a structural approach to language which originates on definitions provided by Ferdinand de Saussure and that focused on language as a mechanical system; similarly, Fowler (1974) explains that this approach was mainly spread by Bloomfield through his book *Language*. Since Language is considered by researchers as a system that is always changing, Linguistics is also focused from a historical point of view; concerning this, Syal and Jindal explains that those definitions were coined by Saussure to differentiate the study of language over time. Similarly, Campbell (1998) says:

“Historically, Linguistics deals with language change. Historical linguistics is sometimes called diachronic linguistics, since historical linguists are concerned with change in language or languages over time. This is contrasted with synchronic linguistics, which deals with a language at a single point in time”

From this historical perspective, rose up comparative studies of language; researchers, as Sir William Jones, compared evolution of languages through time trying to explain development of language; and, as Syal and Jindal also explains, “When two or more descriptions of language are contrasted it is known as contrastive linguistics”.

Contrast between languages was mainly studied by Lado (1957) and according to Malmkjaer (2002), “It compares the phonological lexical and grammatical system of languages with a view to predicting difficulties which might face native speakers of one language trying to learn another”; but, Fowler (1974) states that those studies were

focused only on mechanic aspects of language and not consider the fact that language is dynamic. The most significant development in Linguistics field came after post-world war era represented by Noam Chomsky.

Chomsky's transformational-generative approach explained on his book *Syntactic structures* (1957) highlights native speaker's knowledge of their own language; according to Syal and Jindal, Chomsky mentions that this previous knowledge helps speakers to use rules and produce infinite set of transformations. Therefore, main feature of Chomsky's transformational-generative approach rely on the fact that it groups phonological, syntactic and semantic levels.

Summarizing, even though Linguistics is considered a general and a wide subject and because language is constantly changing and evolving; a lot of important contributions have been brought by lot of researchers establishing remarkable breakthroughs for their times.

BRANCHES OF LINGUISTICS

As it is mentioned above, there are lots of perspectives on Linguistics; for this reason, according to those points of views Linguistic field can be divided into subfields to study better certain language. So, Encyclopaedia Britannica (2009) says:

“Linguistics is divided into some branches: Morphology which studies the structure of words from the point of view of word formation; Semantics which study the meaning of words; Syntax which study the internal structure and arrangement on words in a language; Pragmatics which refers to use of human language using standards from society; Phonology, which studies speech sounds.”

Morphology

Main sources of change in languages are related to the morphological aspects. According to Merriam-Webster dictionary (2008), "Is a study and description of word formation (as inflection, derivation and compounding) in language"; moreover, according to Katamba (1993) the origin of Morphology is related to the study of Indo-European languages and directly related to the evolution of human beings. Later that idea was replaced by a synchronic definition of Morphology that studies word-formation at a certain time; Katamba also explains that on this century structuralism considered language as a set of linguistics levels on which Morphology analyses word-structure. But, studies done on phonemes and relationship between meaning and sound drawn attention to the descriptive analysis of words even though structuralism provide important findings on the internal structures of words. Therefore, Katamba explains that Morphology was defined in terms of its relationship with other branches of linguistics; he mentions these types of interactions:

- **The Morphology – Phonology interaction:** the selection of the form that manifests a given morpheme may be influenced by the sounds that realise neighbouring morphemes.
- **The Morphology – Syntax interaction:** the form of a word may be affected by the syntactic construction in which word is used"

Moreover, Katamba (2005) explains that words can be formed using two procedures: Derivation and inflection; and coincides with other linguists explaining that there is a little border between them.

He mentions that inflection is related to transformations applied to morphemes to place words in an adequate grammatical context; according to him, a special feature of inflection is its obligatoriness and says “the application of an inflectional process is automatically triggered if the right syntactic conditions obtain”.

In contrast, Katamba explains that Derivation refers to creation of new words from other words or morphemes and says “derivation takes one of these forms: affixation, conversion, stress placement or compounding”. In brief, Katamba states “inflection produces new grammatical words, while derivation produces new lexical items”.

From other point of view, there are some criteria about the strong relationship that exists between Morphology and Syntax currently known as Morphosyntax; Wikipedia (2010) defines it as: “it refers to the set of elements and rules that allow building sentences with meaning through the use of grammar relationships, concordances, indexations, and hierarchical structures formed by syntactic constituents”.

In addition, Booij (1997) remarks the relation between morphology and syntax and he says, “Morphology and syntax interact in two ways: syntactic constructs may form parts of complex words, and syntax in its turn governs the use of morphological case marking on words”; also, he affirms, “a third domain of investigation is how morphological operations may affect the syntactic valency of words”. Also, Booij mentions that as morphology deals with words and syntax

deals with phrases it is important to distinguish whether a morpheme is a word or phrase.

Therefore, he states that morphology and syntax interacts because both branches use the same word class categories; as he says, “morphological rules operate on words of a certain word class (noun, verb, adjective, etc), and also create words or word forms of a specific category”. So, he concludes that morphology and syntax shares a common vocabulary respect to word classes.

Thus, García González (1997) mentions that concerning anglicisms, the relation between morphology and syntax defines the study of words from the point of view of morphology and syntax to analyze the influence that certain words from a source language have on the structure of a target language; so, morphosyntax can be used to discover the level of influence that a language has over other language.

Another important aspect about Morphology is related to continuous change in languages; as language are dynamic they are constantly changing and about this Booij (2007) explains that societies use languages without paying attention to those changes experimented by languages through time. According to Booij, all languages have experimented introduction of new words by borrowing, phrases becoming words and word creation; Booij compares languages to living organisms that grows, develops and

dies. He also adds that languages changes according to human mind changes and prefers to call this “innovation of language”.

Summarizing, Morphology is not an isolated subject it is related to other components of grammar.

Semantics

Words are used by human beings to communicate meaning; therefore meaning is main purpose in semantics. A definition provided by Hurford, Heasley and Smith (2007) says, “Semantics is the study of meaning in language”; according to them to build a theory on meaning is necessary to take into account what people want to express when they talk or when they write and they add, “the meaning of words and sentences in a language can be safely be taken as known to competent speakers of the language”.

About meaning and words, Hipkiss (1995) says, “Words are symbols and have no meaning in themselves. What they mean depends on the connection between them and our perception of things”; he explains that meaning of words depends on concepts that human beings elaborate about objects or reality through their five senses.

Similarly, Katamba (2004) explains that meaning takes form in language because of combination of linguistics units into sentences and he makes a connection between semantics and morphology because, as he explains, “the form of those linguistics units need to

be analyzed by morphological procedures according to the context in which those units are used”.

Linguistics units or words used in sentences have three kinds of information according to Hurdford, Hesley and Smith, ”phonological information about how the word is pronounced, grammatical information about its part on speech and inflection, and information about the word’s meaning”. Now, new words and their meanings are constantly adopted by people, as Fisiak(1985) says, “to break the monotony of the language convention”; in reference to this Fisiak writes:

“New creations are formed in order to name new concepts expressing novelties in the outside world...it can be observed in connection with new technological discoveries, inventions, etc that come to be known by language users via non-native forms”

Concerning semantic change, Wikipedia (2009) says, “Semantic change, semantic shift or progression describes the evolution of word usage-usually to the point that the modern meaning is radically different from the original usage”; here, Polomé (1990) mentions that there are seven forms of semantic change:

- “(1) Substitution: sense change with a non linguistic cause
- (2) Analogy, of which one type is popular etymology
- (3) Shortening, when words are reduced their meaning change
- (4) Nomination, the intentional naming of a referent with a term not previously used for it.
- (5) Transfer, the use of a word for a new referent that somehow is similar to older referents of the word
- (6) Permutation, a meaning change resulting from a shift in focus.
- (7) Adequation, a shift in which characteristics of the referent are considered central to the meaning of the word.”

In addition, Polomé states that Bloomfield also provides classification for semantic change according to different scopes that meaning of words acquire as: narrowing, widening, metonymy, synecdoche, hyperbole, and understatements; also, associations due to emotional factors were considered by Bloomfield as: degeneration or elevation.

Therefore, Polomé says, “It seems clear that meaning of words cannot be studied apart from the non-linguistic contexts in which words are used”; he also mentions that cultural and semantic changes are generally treated together. More specifically, Polomé explains that meaning of words sometimes are related to socio-cultural assumptions which can change over time; therefore, the meaning of a word can change according to the context (not only linguistic context but also social context) in which it is used.

Syntax

As words are placed together to form phrases, clauses, sentences and texts, it is necessary to provide a set of devices or procedures that rule those structures. Thus, as Mathews (1982) cited by Van Valin and LaPolla (1997) says, “Traditionally, it refers to the branch of grammar dealing with the ways in which words, with or without appropriate inflections, are arranged to show connections of meaning within sentence”; so, they mention that the way words are put together is directly related to the meaning of an utterance. Now, according to Mathews (1981) combinations of words, clauses,

sentences and texts are seen as syntactic units that can be analyzed from two perspectives as he says, “First, as a whole, for its function either in isolation or as a part of a larger unit...second, in terms of a unit’s internal connection”; he also mentions that commonly combinations of structures are called constructions and they need to be considered not only as part of speech and distribution but also according to their functions and relations.

Another definition about syntax is provided on Dictionary.com (2009) and says, “The study of the rules for the formation of grammatical sentences in a language” and also says, “The study of patterns of formation of sentences and phrases from words”; in the same way, Burneo (2007) defines grammar as, “a subfield of Linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences”. So, Wikipedia (2009) explains that there are other perspectives on syntax provided by modern theories to study the form structures are put together as:

- Generative grammar, grammar models results from speakers’ inner language.
- Categorical grammar, states that structures are not governed by rules but they are part of head structures.
- Dependency grammar, it highlights relations between a word and its dependents.
- Scholastic grammar, It is based on probabilistic theory.

- Functionalist grammar, it gives importance to the function of the structure within a sentence.

Now, because languages are dynamic and are constantly changing, not only a lot of theories are provided but also languages can be analyzed on the basis of changes; so, Hock and Joseph (1996) mentions that analyzing language change, syntax is often analogous to style, because sometimes structures are used in a very polite way and sometimes not but they still have meaning.

But, Hock and Joseph explains that confusion between syntactical and stylistic errors may lead to poor analysis of structures; for this reason, they emphasize the importance of deep analysis using morphological procedures and also taking into account meaning of structures.

Now, to determine the influence of one language into another is important to make a deep analysis considering all resources provided by Linguistics and one of those valuable tools is the use of syntactical analysis to understand the type of influence that words from a language have into the structure of other language and how that process takes place.

Pragmatics

In language meaning is so important as syntax and vocabulary; for this reason, Mey (1993) explains that Pragmatics has its origins in a fall down of first theories based on syntactical perspectives. Morris (1938) cited by Mey defines Pragmatics as, “the study of the relation

of signs to interpreters”; also, the Stanford Encyclopaedia of Philosophy defines Pragmatics as, “it deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language” and differentiates Pragmatics from semantics on the basis of these aspects: objectives, speaker’s intentions and beliefs, social institutions.

Also, Mey agrees on those aspects mentioned before and explains that as language is used in communication, it involves a set of aspects not only related to linguistic context but also to social aspects and provides a second definition, “Pragmatics studies the use of language in human communication as determined by the conditions of the society”. Moreover, according to Hernando (2002) a journalist must have a pragmatic competence that allows him to express ideas combining words in an attractive way that finally achieves attention from readers.

Phonology

Influence of English language not only concerns syntactical and morphological aspects but also to the way people pronounce words. Before going deeply on phonological influence of English on Spanish, it is important to take into account some of the most important definitions on Phonology. Therefore, Benítez and Espinoza (2006) consider Phonology as an important branch of Linguistics and say, “Phonology studies the speech sounds in general, according to their production, composition, distribution and function within the

language”; they explain that Spanish language has a great influence on English pronunciation. Moreover, Rodríguez (1999) describes that pronunciation of English depends on aspects such as: age of the loan, degree of linguistic and social integration, the channel of transmission and other variables related to sociolinguistic context such as users’ age and education. Even more, Rodríguez explains that English and Spanish have a lot of difference in their pronunciation systems and says, “This presents a problem for language teaching but it does not affect the borrowing process...the preservation of the English pronunciation usually being regarded as a sign of affectation”.

Another type of Phonological influence produced by English and transformed on the Spanish language refers to inflection of English words as in pubs (Spanish plural: pubes) and native speakers of Spanish frequently omit consonants because they do not occur in final position, as Rodríguez explains. Also, he mentions, “consonant clusters are sometimes simplified: compact [ˈkɒmpækt]...the reduction depends on factors related to style and education and profession of the speaker”; he also declares that other sources of variation are related to lack of agreement in pronunciation systems (city [ˈsɪtɪ], iceberg [ˈaɪsbɜːɡ]) or vowel combination (yuppy [ˈjʊpɪ]). According to this, the most important variation occurs with English words that contains [ʌ] as in: number one (nambɜːɡwʌn).

Summarizing, English language has a great influence on Spanish language but as Rodríguez explains, degree on influence from Spanish into pronunciation of words introduced by English language depends mainly on sociolinguistic aspects.

MORPHOLOGICAL PROCEDURES

Going deeply into the world of morphology, Booij (2007) presents an extensive analysis about this branch of Linguistics; Booij explains that relation between words are defined in terms of lexemes, word forms, inflections and word-formation (or lexeme formation). On first place, as Booij explains, the term lexeme refers to the abstract concept of a word (sing) and the forms that a word takes are known as word forms (sing, sings, sang, singing); in addition, all word forms follows certain rules called rules of inflection. Now, according to Booij, word-formation refers to the origin of words or the relation between words (hard, hardly, hardness, harder); specifically, he states that word-formation is divided into derivation and compounding.

In regards to derivation, the Merriam-Webster Dictionary (2009) says, “The formation of a word from another word or base (as by the addition of a usually noninflectional suffix)”; in addition, Carstairs-McCarthy (2002) explains that derivation can be explained from different perspectives but it is mainly related to affixes and their grammatical and semantic implications. Therefore, he introduces the term base to refer to “the partially complete word form to which an

affix is attached”; also, Carstairs-McCarthy explains that a base can be varied as for example: roots or bases composed of roots and affixes. According to many authors it is difficult to define the difference between derivation and inflection, but Spencer (2002) says, “derivation typically (though not necessarily) induces a change in syntactic category”.

Additionally, Carstairs-McCarthy mentions that according to main word classes defined as: adjectives, nouns and verbs; main important derivations concern to:

- Adverbs derived from adjectives:
- Nouns derived from nouns:
- Nouns derived from members of other word classes:
- Adjectives derived from adjectives:
- Adjectives derived from members of other word classes:
- Verbs derived from verbs:
- Verbs derived from member of other word classes:

On the other hand, a definition provided by the Merriam-Webster Dictionary says, “the change of form that words undergo to mark such distinctions as those of case, gender, number, tense, person, mood or voice...a form, suffix, or element involved in such variation”; besides, Carstairs-McCarthy says about inflection, “that is the kind of variation that words exhibit on the basis of their grammatical context.”. Also, he states that there are two types of inflection: regular and irregular.

Regular inflection concerns to addition of suffixes to form new lexemes without change the general structure of a word as for example: singular noun car and its plural from cars; on the other hand, irregular inflection refers to formation of new lexemes that are completely different from the original word as in the case of singular noun tooth and its plural tooth. Moreover, Katamba (1993) explains that Morphology has certain features that distinguish it from derivation: obligatoriness and productivity.

According to Greenberg (1954) cited by Katamba, obligatoriness refers to the imposition of syntactic choices from a set of affixes within a sentence that results on structures grammatically correct; to represent this feature, Katamba refers to the relationship between determiners and plural forms (this book; these books). In addition, productivity refers to automatic processes that are applied on the construction of sentences in a dynamic way as in the case of past tense. Also Katamba explains that S.R. Anderson (1988) recognizes some characteristics of inflection that are:

- (i) Configurational properties: these are so called because of the choice of a particular inflection is determined by the place occupied by a word in a syntactic configuration.
- (ii) Agreement properties: These are determined by the characteristics of another word or words in the same construction.
- (iii) Inherent properties: such as the gender of a noun, that must be accessed by agreement rules.
- (iv) Phrasal properties: which belong to an entire syntactic phrase but are morphologically realised in one of the words of that phrase.

Another morphological procedure refers to compounding as Spencer (2002) says, “a single word formed by combining two other words”; according to him the simplest definition of compounding refers to words joined together as in houseboat in which house is called the head word or modifier and boat is called the article. Here, Spencer remarks that an important difference between phrases and compound words derives from phonological stress as occurs in blackbird and black bird and obviously the most important difference concerns to meaning in both cases.

Similarly, Carstairs-McCarthy says, “Compounds are words formed by combining roots” and adds that this types of words are frequently used in some styles of writing such as newspapers headlines. He agrees with Spencer about differences in stress between compound words and phrases and says, “a second criterion traditionally used for distinguishing compounds from phrases is semantic: a compound tends to have a meaning that is more or less idiosyncratic or unpredictable”. Moreover, Carstairs-McCarthy defines that even compound nouns are common in English; there are also other types as compound verbs and compound adjectives. According to him, compound verbs are formed by affixation (derivational procedure) and include: verb-verb, noun-verb, adjective-verb and preposition-verb; in addition, compound adjectives include: noun-adjective, adjective-adjective, preposition-adjective.

Because compound nouns are frequently used, Carstairs-McCarthy explains that they are the commonest affected by language change and represent main source of vocabulary evolution; he mentions these types of compound nouns: verb-noun, noun-noun, adjective-noun and preposition noun. Also, he emphasizes that this category provides the most important difference with noun phrases and also defines other types of compounds as:

- Root or primary compound, the right element of the compound is not derived from a verb as in mosquito net.
- Synthetic or secondary compound, as Carstairs-McCarthy says, “The first element is interpreted as the object of the verb contained within the second” as in hair restorer.
- Headed and headless compound, the first type refers to nouns determined by the meaning of the other noun in the compound; on the other hand, headless words are not determined by other words.
- Blends, they are types of compounds originated from other words as in smog, blended from smoke and fog.
- Acronyms, according to Carstairs-McCarthy they are “reduction to just one sound (or letter), usually the first.” As in NATO (North Atlantic Treaty Organisation).
- Compounds containing bound combining forms, they are defined by Carstairs-McCarthy as words used in scientific and technical

areas composed of bound roots as: anthropology, sociology, cardiogram, electrocardiogram, retrograde, retrospect, plantigrade.

Moreover, Booij states that compounding is commonly used because of its transparent and versatile; but she adds, “The distinction between compounding and derivation is sometimes blurred because lexemes as parts of compounds may receive specialized interpretations”. Also, Penny (2002) agrees with Booij and explains that in Spanish, compounding is a process frequently used and says, “Such composition reveals different degrees of fusion between the contributing elements”.

Another aspect of morphology links compounding and multiple affixation, this procedure is known as parasynthesis and a definition provided by The American Heritage Dictionary of English Language (2007) defines, “The formation of word by a combination of a compounding and adding an affix”; also, Plag (2003) defines parasynthesis as, “the process of simultaneous multiple affixation”. Furthermore, Hernando (1999) on his paper *La parasíntesis en español* explains that parasynthesis involves formation of new words using basically these combinations of morphological procedures: prefixes and suffixes, and compounding and suffixes.

To sum up, morphological procedures involve a variety of methods on word formation that allow creation of new words increasing, thus, the lexicon of a language and giving evidence that everyday languages experienced a lot of transformations.

HISTORICAL LINGUISTICS

It is known that language changes through time, reasons for those changes have been found origins on a lot of beliefs and assumptions; for this reason, linguists have been studying and comparing languages to prove their variability. Thus, Joseph (2002) says, “Historical linguistics is the branch of linguistics that is concerned with language change in general and with specific changes in language and in particular with describing them, with cataloguing, and with explaining them”; he mentions that historical linguistics is related not only to language change but also to history of language.

Concerning language change, Joseph explains that historical linguistics refers to analysis of progressive change and tries to explain the way new expressions origins, although their origin from changes of a language itself or from influence of other language, and how they are spread. In relation to history of language, Joseph adds that historical linguistics refers to speculative reconstruction of languages to study their relationships and to which extent those relations transform them; moreover, speculations about language change involve forms of change to provide new theories that can allow linguists reach new conclusions.

Regarding the structure of new frameworks Bynon (1977) states, “A model should be capable of accounting for all the changes which have taken place in the language by reducing them to a systematically integrated set of rules”; according to her any

particularity about language change is based on that set of rules and presents three models that have studied history of language change: neogrammarian, structuralist and transformational-generative model.

On first place, the neogrammarian model derives from theories established by linguists that worked on comparative analysis of Indo-European languages; according to Bynon, they based their theories on the fact that language change is systematic and follows an order that is related to evolution of human beings and their behaviour. So, as Bynon explains, they proposed two principles: sound change and analogy; sound change refers to phonological processes and analogy refers to grammatical level.

Secondly, McMahon (1994) explicates that structuralists are represented by Ferdinand de Saussure which based his research on the model developed by neogrammarians; according to Saussure, main element of structuralists model is the linguist sign composed by the signifier, or form, and the concept. All these elements together provide meaning and interact together; therefore any change can affect the whole system of a language.

Finally, the transformational-generative model promoted by Chomsky states that language is formed by infinite combination of well-formed sentences. According to MacMahon, generativists promoted sentences governed by particular patterns; so, language is rule-governed. MacMahon also explains that for generativist

language change is related to change in rules rather than changes in words.

About historical changes of languages, Penny (2002) explains, “Any historical development is likely to provoke a semantic change”; she states that origins of some types of changes are easily recognized but others not because those changes took place many years ago. Also, Penny explains that linguistic change is related to changes in meaning and says, “If words occur together in the same speech-context the meaning of one may be transferred to the other, and eventually this transferred sense may come to belong to the ‘receiving’ word even in the absence of the ‘donating’ word”.

To sum up, historical linguistics is greatly related to language change; for this reason, a lot of theories provided by important linguists have tried to find reasons for language change. But, as languages still continue changing more studies are still developing trying to elucidate new theories to explain new changes.

LANGUAGE CHANGE

A lot of research has done on language change trying to explain why words are modified not only on their phonological structure but also on their linguistic features. So, Aitchison (2001) says, “Language, then, like everything gradually transforms itself over the centuries”. Similarly, Joseph and Hock (1996) say, “Language change affects all areas of language use” and they explain that there are different types

of linguistic change: sound change, semantic change, syntactic change, and change as result of language contact.

On first place, according to Joseph and Hock, sound change refers to change in the phonological, morphological and syntactic system of a language. For many authors, phonological change is characterised by changes in pronunciation system and as Bynon (1977) explains, change in the phonological system of a language is related to certain features as she says:

“Changes in particular languages means that (a) the direction in which a sound changes is the same for all members of the speech community in question, and (b) that all the words in which the sound undergoing the change occurs in the same phonemic environment are affected by the change in the same way”

About these features, Bynon and McMahon agree explaining that they are known as regularity hypothesis. Also, Bynon mentions that change in sound has effects on grammar structure and this type of change is known as analogy. She explains that analogical change must follow two conditions, “Firstly it presupposes the functional identity in respect of some particular grammatical or semantic category of markers which are formally quite different and it presupposes that the structure of the form is morphologically transparent”.

In reference to Morphological change, Carstairs-McCarthy says, “Syntax is stable in a way that morphology is not” to explain that morphological change in a language occurs mainly for the influence of fashion words specially introduced by media; in addition, Bynon

states that morphological changes occur from an interaction of analogical change and sound change and also involves syntax change. Syntax change, according to Joseph and Hock is related to stylistic conventions in the way people structured sentences and sometimes those changes are not easily identified.

An important description about the process that takes place in language change is provided by Pharies (2002); according to him, the American sociolinguist William Labov explained three main mechanisms through language change occurs; so, Pharies writes, “first, language is inherently heterogeneous; second, social groups use linguistic variants to mark their identity within a speech community; third, once initiated, these variants spread gradually through the lexicon, i.e., vocabulary, and the community”.

In addition, Pharies mentions that processes are progressively introduced into a language and are known as changes in progress; and, according to him, those changes can be classified as following: lexical or vocabulary change, semantic change, morphosyntactic change, and phonetic change. Pharies states that lexical change are easily recognized because generally words are used without modification; concerning semantic change, he explains that changes in meaning are more difficult to detect because of the influence of equivalent words. Finally, the most difficult changes to be detected are morphosyntactic change because require more complex process to adapt the word to the Spanish language.

Another point of view on language change is related to sociolinguistics; therefore, Holmes (2001) says, “Language varies in three major ways which are interestingly interrelated- over time, in physical space, and socially...language change has its origins in spatial and social variation”. Holmes, explains that changes in language sometimes are momentary and sometimes are persistent and they are related to vocabulary and pronunciation; she states that those changes are spread from groups of people to entire societies and also according to trends in speech and lexical diffusion. Now, as Holmes describes, those changes in language can be studied observing historical factors and also in real time; mainly, because changes in language sometimes are stable but in other cases some variations give clues about progressive changes.

In brief, Holmes mentions that languages are dynamic and changes are introduced through time and depends not only on social status but also on gender.

LANGUAGE VICE

Language change sometimes gives origin to incorrect forms or defects in spoken and written language. According to Viteri and Lemos (1961), errors on language can be classified into: syntactical and lexical errors; lexical errors affect quality of vocabulary and syntactical errors affect structure and form of sentences produced by speakers or writers. Similarly, Freire (1981) explains, “Language vice

refers to incorrect use of words, wrong constructions, and to all errors that affect purity, property and clarity of language”.

In the same way, Guerrero (2007) says, “our language is frequently exposed to phonological and morphological changes that involve change, addition or suppression of letters”; in general, authors identify these types of language vice: solecism, anfibology, monotony, cacophony, redundancy, and barbarism.

Concerning those types of language vice mentioned above, Freire (1981) provide these definitions:

“Solecism, is any error in collocation or sentence structure
Anphibiology, is an incorrect construction that produces confusion due to its double meaning.
Monotony, is a frequent and repeated use of a word.
Cacophony, is related to a continuous repetition of phonemes.
Redundance, refers to use of certain expressions that are not necessary within the context of a sentence.
Barbarisms, are related to incorrect use of foreign words adapted to a certain language.”

Also, Freire mentions that barbarisms can be identified according to the origin of foreign words; thus, errors produced by introduction of French words into the lexicon of a language are called galicisms; and, errors produced as a result of the influence of English language in other language is called anglicism.

Finally, Hernado explains that sometimes language used by journalists is not linguistically correct because words that are used within a text are affected by wrong structure arrangements that also affect meaning and modify the final perspective of news; sometimes leading to misunderstandings and changing readers’ perspective of information.

NEOLOGISMS

Neologisms as a linguistic term has origins on 18th century and refers to a determined influence on the way people communicate their thoughts. A basic definition provided by Wikipedia (2009) says, “A neologism is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language”; in addition, it is described on Wikipedia that neologisms have origin in combination of words or through morphological procedures such as addition of suffixes or prefixes, abbreviation or acronym and they are popularized through popular means as internet or word of mouth. According to Stockwell and Minkova (2001), creation of new words is not a simple procedure and most of the time this procedure is related to ideas originated from new products.

Similarly, Esteban (2008) on her paper *Neologismos y prensa* explain that another source of neologisms is borrowing and calque; the last type of neologism refers to use of foreign words from a morphological and semantic perspective. In addition, Esteban says, “neologisms can be created of planned...created neologism are result of new concepts or introduction of a model full of meaning in the denomination system”; she also explains that addition of prefixes and suffixes are the most popular methods for creation of neologisms.

First, prefixes consist only on addition of certain types of terms at the beginning of nouns as in *superpotencia* or *reforestacion*; second, suffixes sometimes are used with affective purposes as occurs in *filmazo* or *flashazo* and provide an emotive meaning. Esteban mentions that these types of neologisms commonly are used or introduced unconsciously by people and have wide acceptance.

In the same way, Ortega (2001) on her article *Neología y prensa: un binomio eficaz* refers to those procedures mentioned by Esteban as derivational neologisms that are frequently used in newspapers and shows a direct influence of technology as in the case of *ciberdelito*; according to Ortega, newspapers frequently use neologisms because articles must be written with a clear and direct message and sometimes this means that words need to be shorten in order to achieve that purpose resulting on creation of new words or neologisms.

Now, Janssen (2005) states that neologisms make possible that languages continue evolving because they help to increase their lexicon; similarly, Esteban explains that lexicon found on newspapers has a lot of influence on people and it is source of a great deal of variations. According to her, those variations are consequence of language contact and continuous change and evolution of technology, science and society; she mentions that commonly neologisms are created by adding affixes, suffixes and compounding or composition or by lexical borrowing as in the case of linguistic calque.

Linguistic calque of foreign words is defined by Esteban as neologisms that can be planned or spontaneous; spontaneous neologisms are created using prefixes and planned neologisms result from specific objectives to preserve features of a certain language. Finally, Esteban states that some neologisms have limited time of existence within newspaper language while others are created and become part of languages.

BARBARISMS: ANGLICISMS

One of the most important sources of new words is anglicisms due to the influence of English language into other languages as the Spanish language; this influence is marked by modifications that English words have on their process of introduction to the Spanish language. Thus, Rodríguez González (1999) explains that anglicisms within Spanish language have origins on historical contact of both languages and sometimes it is difficult to identify whether the source of that influence comes from America or England.

In addition, Valikova (2007) states that providing a clear definition of anglicisms is not a simple matter because of different points of view; so, she cites some sources and authors as Diccionario de la Real Academia Española that defines, “1. Giro o modo de hablar propio de la lengua inglesa. 2. Vocablo o giro de esta lengua empleado en otra. 3. Empleo de vocablos o giros ingleses en distintos idiomas”.

Another definition cited by Valikova from Moliner as “Palabra o expresión inglesa usada en otra lengua”; in the same way, she cites

Pratt and says “un anglicismo es un elemento lingüístico, o grupo de los mismos, que se emplea en el castellano peninsular contemporáneo y que tiene como étimo inmediato un modelo inglés” referring to words borrowed from the English language. In addition, Valikova mentions that Chris Pratt studied for first time the origin of words and traced the route of words that come from other languages, he defines that imported words can be direct and indirect.

A direct importation of a word consists of lexical units introduced directly from one language into another; on the other hand, an indirect importation defines a third language as means of importation for a word. Therefore, Penny (2002) also cites Pratt and says, “Anglicisms are loans whose immediate etymon is an English word or expression, irrespective of the source of the English word (whose ultimate etymon is often a word or expression of a third language)”; he mentions that to identify pure anglicisms is necessary to exclude those words that have been introduced in the Spanish language by means of other language (as for example French).

Also, Valikova (2002), states that sometimes words are borrowed from other language are not purely originated in that language; so, she also mentions that Pratt defines two terms: last etyma and immediate etyma. As Pratt says, “the first term coincides with the language itself that means, it shows the language origin of a word. While, the second term refers to the language that functions as intermediary (this is a kind of direct influence)”.

Therefore, Penny mentions that, according to Pratt, there exists two ways of identify the origin of a word; the first form consists on trace the whole history of the word (last etyme) and the second form is related to the analysis of the origin of the borrowed word.

Similarly, Kotříkova (2008) mentions that there are two types of anglicisms: lexical and syntactical. She states that according to Médina López, “lexical anglicisms include all the influences of the English language into the Spanish vocabulary field (introduction of new words, characterisation of existent meanings, calque production, etc)”; in addition, Kotříkova describe, within this group of anglicisms, other classifications defined by López Morales as the following:

- Anglicisms used in daily life (100% of time)
- Anglicisms commonly used (50% of time): They are used with specific purposes.
- Anglicisms used regularly (25% of the time)
- Anglicisms less frequently used (less than 25% of the time)
- Anglicisms irregularly used (They are used only by a person).

Also, Kotříkova mentions that Emilio Lorenzo defines anglicisms according to the level of influence on the Spanish language and the adaptation process through which they pass through. These anglicisms are:

- Crude anglicisms: They still have their original spelling and pronunciation.

- Anglicisms that are in a process of adaptation: They are anglicisms that are being adapted to the grammar of the target language.
- Anglicisms that had been totally assimilated: They are words that had been adopted by the target language and currently are part of the lexicon.
- Calques: They are words that have unknown meaning within the target language.
- Semantic calques: They are words that acquire a new meaning in the target language.

Concerning syntactical anglicisms, Kotříkova explains that this type of anglicisms is harder to recognize because they are related not only to the syntax but also to the morphology of words. She states that one of the most common influence of the English language into the language usage of newspapers is the use of passive voice; even though, some linguists consider this as a normal usage, the English journalism use frequently this type of structure on their writing.

Another point, explained by Kotříkova, concerns to the most common morphological change that is plural form formation; according to her, anglicisms are frequently adapted to the Spanish language through the plural form. Finally, research done by Kotříkova focuses on anglicisms frequently used in sports; about this, she mentions that common forms used in this section is gerunds and compound words that contains structure from both languages.

In addition, Penny mentions another common type of anglicisms known as lexical loan and says “a need to label new concepts and affect a very wide range of semantic fields...the language of media, fashion, business, science and sport are particularly affected”. According to Rodríguez González influence of English in the Spanish language is more common in spelling, pronunciation, morphology and lexis than in pragmatics, semantics and syntax; from those, syntax is the most affected field in a language and this is the most difficult type of influence from the English language to be detected.

Therefore, Rodríguez González and Penny describe that because nouns offers more possibilities for word formation a great deal of anglicisms belongs to this category rather than to the adjectives and verbs group; then, morphological procedures such as derivation, inflection and compounding are frequently used to modify or create new words.

FOREING LANGUAGE INTERFERENCE

The global influence of English has been studied by a lot of researchers which have provided a variety of theories on foreign language interference. Moreover, studies on foreign language interference have their origin on contrastive analysis of languages mainly developed by Lado; according to Saville-Troike (2006), Lado defined terms as positive transfer in reference to similarities between English and Spanish that facilitates English language acquisition. In the same way, Saville-Troike mentions that Lado defined negative

transfer in reference to differences between both languages that make difficult English language acquisition.

A lot of research done on second language acquisition also has provided interesting theories on foreign language acquisition; thus, many authors agree on saying that interference occurs in different fields of language as phonology, morphology, syntax and semantics. About interference on phonology Swan and Smith (2001) say, “the vowel system and sentence stress between Spanish and English are very different, and these can cause great difficulty for Spanish-speaking learners of English”. Similarly, Valenzuela (2001) on his paper *Linguística contrastiva inglés-español: una visión general* mentions, “Even though Spanish has more derivative morphemes both languages use the same mechanism” to refer to morphological differences between English and Spanish. About English interference on the Spanish syntax, Whitley (2002) explains that both languages share similar syntactical features and differ in others; finally, semantic interference of English on Spanish depends on the type of reference that speakers make as Hudson, mentioned by Grass and Schachter (1990), states on his article *Semantic theory and L2 lexical development*.

From a historical perspective, research done by Rodríguez González, states that the most important influence of English as foreign language interference on the Spanish language of Latin America appeared in the seventies because a lot of countries

experienced dictatorships, as a result young people started to feel attracted by American literature as a sign of freedom; so, main sources of influence were oral media and journalism. Later, according to this author, development of technologies and the internet make this influence greater.

To sum up, Rodríguez González mentions that influence of English on Spanish had cultural origins on the beginning and after World War II that influence was mainly done by the introduction of terms related to technology and vocabulary used by young people.

NEWSPAPERS AND TABLOIDS

Without any doubt, newspapers have important influence of society and they have been always in middle of continuous controversy about their functions. So, according to the article found on the website auladeletras.net *Los textos periodísticos* newspapers belong to mass media, and mass media is defined as “any procedure that an effector uses to establish communication with a receptor”; along with the article mentioned above, mass media can be classified according to the type of mean used to transmit information and main types are: radio, newspapers, and television; from this group, this article mentions, “newspapers use paper as main means and comparing them with radio and television, they provide a great capacity of analysis and critical thinking about transmitted information”.

Similarly, about the importance of newspapers on society Hernando (2002) states, “journalism has become an important part of our lives; we could say that facts exist because mass media transmit them”; he remarks that current society is the information society due to the amount of information that is transmitted and received by people almost in real time. But, Hernando also mentions that journalism have negative consequences on society and describes them as: manipulation of information, omission of information, non defined source of information, confusion between opinion and information, spread of negative perspectives, spread of information without previous analysis, influence of politics.

Concerning language used on newspapers, Hernando mentions that is important to use clear and easy-to-read vocabulary avoiding the use of neologisms, anglicisms, slangs, and technical words; in the same way, he refers that syntactical structures used on newspapers also must be simple and full of meaning. All this considerations, according to the author, are necessary not only because readers must receive clear messages but also because of little space available within articles as a requirement of every newspapers.

About negative aspects of newspapers, Hernando mentions that gossip and over dimension of facts and information have become a common way for transmit things from real life. So, Wikipedia (2009) defines tabloids as, “a newspaper that tends to sensationalize and emphasize or exaggerate or sensational crime histories, gossip

columns repeating scandalous about the deeply personal lives of celebrities and sport stars”; also, Glynn (2000) defines tabloid news as, “an intersection between public and private life; its style is sensational, sometimes sceptical, sometimes moralistically earnest”. Glynn explains that core news of this type of newspaper refers to people that usually are not important for mass media and says, “Among its favourite themes are ubiquity of victimization and the loss of control over the outcome events, and of one’s fate”.

Similarly, Sparks and Tulloch (2000) states that there are a set of aspect that characterize a tabloid. First, the most important feature in tabloid newspapers is exclusiveness about their content; second, the eternal race for interviews; third, contacts that help journalist to get the last news. Even more, Tulloch remarks the main objective of tabloid journalism as the continuous need for discredit the competence.

In addition, Delgado (2005) mentions that the language used on newspapers has a great influence in the information transmitted to readers; he mentions that the level of understanding is directly related to the level of knowledge about certain topic or about their language that readers have

In brief, Hernando concludes that since main objective of newspapers is to communicate, texts must be clear, concise, objective and well structured; also, Delgado says, “the way in which the

Spanish language is used has a direct effect in the whole society, in all speakers of the Spanish language”

PREVIOUS STUDIES

There is a lot of research done on anglicisms on newspapers. Among important studies, Rodríguez González shows a wide research on the origin and forms of transformation that anglicisms have in their process of language adaptation; his studies had demonstrate that there are not rules in the way anglicisms are used and the introduction of new words into a language can occur in different ways (borrowing, replacement, rendering, creation, semantic loan, etc). Also, concludes that the use of anglicisms is expected to increase in the written language rather than speech, which is more difficult to experienced changes.

Also, Pratt (1980) had done studies on lexical loan on oral media and newspapers and found that anglicisms can be a mixed of terms from the source language and the target language; also, Herrera (1993) did an analysis of anglicisms on economic articles on newspapers on his article *Un análisis sobre la evolución de los préstamos que provienen del inglés económico* and mentions some research done by Lorenzo (1985) about syntactical anglicisms on newspapers; Lorenzo mentions that syntactical anglicisms are more difficult to be detected because they pass through a process of morphological steps while they are adapted to certain language lexicon. Herrera concludes that

anglicisms on economic newspapers sometimes are originated by lack of knowledge and necessity.

Also, Kotříkova (2008) had done studies on anglicisms on sport journalism and affirms, “Anglicisms are not negative influence but it is important to be careful on selecting voices”; in addition, Kotříkova explains that anglicisms in sports origins from sports introduced in a country which implies adoption of all their lexicon related that sometimes is considered as an indicator of social status.

In addition, Delgado (2005) has done an important research on anglicisms on Costa Ricans newspapers and he found that a great amount of anglicisms are introduced through the development of new technologies; according to Delgado, this type of language change requires a level of knowledge from readers of newspapers in order to understand information transmitted.

In Ecuador, an important amount of research have done on recent years by Universidad Técnica Particular de Loja through valuable collaboration of its students doing their research projects to obtain their bachelor degrees on TEFL; so, some research done on anglicisms include studies about anglicisms on daily speech of Ecuadorian people and business.

In brief, the extensive research done on anglicisms on Spanish language shows continuous interest of linguists defining the amount of influence of the English language on Spanish language and their effects on society.

Description and Analysis of Results

Since language is a dynamic system, new words are always being introduced and transformed or adapted. For this reason, this section deals with the linguistic analysis of the most frequent anglicisms found on the language usage of Ecuadorian newspapers chosen for this research; the sample for this analysis consists on 10 anglicisms selected from each newspaper. Among those anglicisms selected, there are words that have been accepted by Real Academia Española de la lengua and other words that have not been accepted yet

Concerning the analysis of those anglicisms selected, the most important aspects that were analyzed are: the acceptance of each word by the Real Academia de la Lengua Española Dictionary, the origin of each word, its syntactic and semantic function within the context where it is used and the type of change that has taken over it. All those aspects mentioned above are supported by information previously collected to write the theoretical framework

Variable: National Newspaper “El Universo”

Turismo

This word is accepted by Real Academia Española de la lengua (RAE). According to the Merriam-Webster dictionary this word dates from 1811; in the English language this word functions as a noun. But, in the Spanish language this word is used as a noun and also as an adjective; it derives from the English word *tourism* that refers to the practice of travelling for recreation.

Now, analyzing the context in which it is used, it was found the following example: *la empresa escapa a la regulación de turismo de caso concreto*; in this case the word turismo is used in the present tense as an adjective and refers to a law that regulates tourism in Ecuador. Semantically, its meaning is the same in both languages.

Concerning its morphology, the word had changed on its spelling from *tourism* to *turismo* ; so, as Phraies (2002) states, this type of word change is known as lexical change because the word is introduced to the language and experienced certain changes that are related to the rules that the target language use in its lexicon.

Relating to morphological relationships of this word, in the Spanish language sometimes the word itself functions as an adjective considering the suffix *-ismo*; also, this word is used as an adjective using the suffix *-ístico* (*turístico*). Others form in which the word is used as a noun is adding the suffixes *-ista* (*turista*) and *-eo* (*turisteo*).

Comité

According to the definition provided by the RAE, this word derives from the French word *comité* which originates from the English word *committee*; the Merriam-Webster dictionary dates this word from the 15th century. In both languages, the word makes reference to a group of people that take an action in some matter. This word function as a noun in both languages as it can be observed in this example: *Marún en ese entonces actuaba como presidente del comité*;

the sentence is past tense and indicates that a person was leading a group of people.

Concerning its spelling the word is written differently from its English spelling; according to Oceano encyclopaedia (2001), there is not a combination of double consonants in the Spanish language except in the case of -ll. In addition, the RAE dictionary mentions that this word also derives from the French word comité; therefore, in the Spanish language the word is written as the French word.

Regarding morphological aspects, sometimes it is frequent to find plural forms of this word as in the case of comites; so, according to Kotříkova (2008) this is the most common form through which anglicisms are inflected, adding -s or -es at the end of words.

Full

This word has not been accepted by the RAE, its English etymology indicates that belongs to Middle English and it describes amount or quantity of something, so it functions as an adjective. This word is commonly used in ads to explain characteristics of an object, generally automobiles as in this example: *Wolkswagen Gol 2005 full, flamante*. In this example, someone intends to sell an automobile that has all its features complete. Therefore, the meaning and function of the word do not change. This word does not have any morphological change; so, according to Kotříkova (2008) this is a crude anglicism because it still has its original spelling and pronunciation.

Also, this type of anglicism can be considered a type of very used anglicisms, as López Morales mentioned by Valikova, describes; according to results found, this type of anglicisms was commonly used on ads to describe a set of characteristics of an object for sale, specifically cars.

Buffet

As in the previous case, it is not accepted by the RAE dictionary, this word belongs to Middle English and it has three functions. As a noun it means a blow with the hand, a counter for refreshments, a restaurant operated as a public convenience, a meal served on an informal way. As a verb, it means to strike sharply. Finally, as an adjective it means served informally.

According to this example: *Buffet desde \$5*, the word is used on ads indicating meals served for especial occasions; so, in Spanish this word is used as noun. The word does not have any kind of change in spelling as well on its morphology; this means that this word is a crude anglicism as Kotříkova mentions.

Even more, in some texts the word Buffets has been found being, thus, a morphological change because of the formation of plural form adding the suffix -s as the Spanish language rules states.

Mall

This is another word that RAE dictionary has not accepted yet, according to the Merriam-Webster dictionary this word dates back from 1644 and is a short used instead pall-mall. This word functions

as a noun and refers to a public area used as pedestrian walk, but also it describes an urban shopping area containing lots of shops. In this example: *Cinemark (mall del sol)*, the word refers to a shopping centre; usually, the word in Spanish is also used as a noun and it does not have any type of change in its spelling. Therefore, this word constitutes an example of anglicism that is still in process of adaptation to the Spanish language; but, it also is a form of barbarism because in the Spanish language the compound word *centro comercial* could be used.

In addition, this example: *el negocio de los malls se extiende en la ciudad*; shows that the word is on the process of being adapted to the Spanish language through the formation of plural structure adding the suffix *-s* in this case.

Rock

The RAE dictionary had accepted this word and defines a popular style of American music. The Merriam – Webster dictionary describes this word as a verb and as a noun; as a verb, the word dates to the 12th century and it refers to a type of repetitive movement done forward and backward. As a noun, this word dates back to 1823 and it indicates a movement and a style of music; also, it describes the wool or flax in a staff. According to this example: *hay varios seguidores del rock ingles*, the word is used to describe a style of music and functions as an adjective. Even though this word is generally used without any change in spelling, there are other

popular forms as: *rockero*, which refers to a person that plays rock music. It is important to mention that the modified word *rockero* is not accepted by the RAE dictionary as a formal noun, is a word used by people.

According to descriptions given above, this word had been assimilated by the Spanish language and currently is part of Ecuadorian lexicon; so, this confirms what Emilio Lorenzo, mentioned by Kotrikova, states. Also, as Rodríguez Gonzáles states, this is a word introduced into the Spanish language as consequence of modern concepts adopted by young people as the result of American customs.

Facebook

This word is neither accepted by the RAE dictionary and the Merriam-Webster dictionary; according to Wikipedia (2010), this word describes a free web site used for social purposes and commonly known as social network developed around year 1980. Therefore, this word functions as a noun in both languages; specifically, in this example: *facebook se usa también para publicitar productos* the word explains that this website is used with trade purposes. The usage of this word confirms what Penny (2002) mentions about labelling new concepts; also, Rodríguez González (1999) states that new technologies excerpt a great influence from English into Spanish. As a new word introduced recently, this word does not have any type of inflections; so, according to Kotrikova this word is in process of

adaptation and it is part of the vocabulary of young people or people related to the information technology world.

Shopping

Also, this word has not been accepted by the RAE dictionary yet. The Merriam – Webster dictionary describes this word as an inflected form of the verb shop that refers to the action of search for goods or services to buy, this verb dates from 1764. The inflected form shopping is used as a compound noun as in these cases: shopping bag, shopping list, shopping center and shopping mall. In Spanish, the word is used in this context: *iba al Paseo shopping a comprar*, here, the word is used as a noun to describe a place for buying things; therefore, the meaning of the word in the context of this sentence match in meaning with the English word. Now, the Cambridge Advanced Learner’s Dictionary (2010) defines the word shopping as a noun to describe the activity of buying things from shops; therefore, the word is semantically and structurally used without any variation which means that according to Kotříkova this word is a crude anglicism that is progressively being adapted to our vocabulary.

Gol

According to the RAE Dictionary, this word comes from the English word goal; the Merriam – Webster dictionary states that its etymology dates it to 1531 and describes it as derived from the

Middle English. The word functions as a noun and describes the end of a point and an area toward a player attempts to put a ball.

In Spanish, the word is used in this context: *Antonio Valencia anotó un gol en el minuto 45*; here, the word functions as a noun and its meaning is the same as in English. In addition, this word has changed its spelling; in Spanish the word is written “gol”. Also, its morphology defines the following inflections: golazo (noun), golear (verb), goleada (noun), goleado (adjective), goleador (adjective); therefore, those changes correspond to regular inflection mentioned by Carstairs-McCarthy (2002) and Rodríguez González (1999) as part of the process through which words are introduced into a different language where they come from. As Emilio Lorenzo mentioned by Kotríkova states, this word had been totally adapted to our language.

Club

In the same way, this word is accepted by the RAE dictionary from the English word club. The Merriam – Webster dictionary states that this word comes from the Middle English word clubbe and dates back to the 13th century. This word has two functions: as a noun, it refers to a bat used to hit a ball, a playing card, and association of persons; as a verb it has two functions. As a transitive verb, it describes the action of beating or striking something and as an intransitive verb it defines a combination of persons with an specific purpose.

In this example: *el presidente del Automovil Club del Ecuador es Hernán Calle*, the Word is used as a noun to describe a group of

people with a common purpose. Therefore, the word is semantically used in the same way as in English; also, its spelling does not change. But, in the Spanish language the word has been adapted through an inflection adding -es to express the plural form as in: clubes. Once again, according to Rodríguez Gonzáles (1999) the word had changed on its process of being adapted to the Spanish language.

Variable: Local newspaper “El Expreso”

Ticket

This word is not accepted by the RAE dictionary. According to the Merriam – Webster dictionary this word comes from the Middle French and dates back to 1529; this word function as a transitive verb to refers to the action of attaching something. Also, this word functions as a noun and means a document that serves as a certificate or for recording a transaction.

Within our local context this word can be used as follow: *todos obtuvieron su ticket aéreo*; here, the word functions as a noun and describes a document that allows people to travel by plane. In addition, the word has not changed its spelling and there is not any morphological change known about it; as other words analyzed above this word still have its original spelling and pronunciation. Therefore, this word is also a type of lexical change that is regularly used; but, its use constitutes a barbarism because in the Spanish language its equivalent word is *pasaje* which is more frequently used by

Ecuadorian newspapers (for example: *se elevarán las tarifas de los pasajes aéreos*).

Ranking

This word is accepted by the RAE dictionary. The Merriam – Webster dictionary explains that this word dates back to 1847. In addition, this word functions as an adjective and describes a position within a list with certain order; in the same way, the RAE dictionary coincides with the description provided by the Merriam- Webster dictionary. On this example: *el ranking abarca 175 países*, the word functions as a noun and describes a set of countries with a specific order. As it can be observed, the word does not show any change on its spelling and there is not exist any morphological change on it. Even though, in some occasions some texts had written for example: *es la canción major ranqueada del momento*; so, this type of inflection can be considered as a barbarism because is a morphological change done without any formal knowledge.

Laptop

This is a recent word that has not been accepted by the RAE dictionary yet, the Merriam- Webster dictionary dates back this word to 1984; therefore, it is another word introduced by the influence of new technologies as Rodríguez González (1999) states. The word functions as an adjective and according to the Merriam –Webster dictionary it makes reference to something that fit on one’s lap; also, the word functions as a noun and describes a microcomputer that is

portable and battery-powered operated. In the following example: *vendo laptop Toshiba*, the word is used as a noun and refers to a microcomputer; the word has not experienced any change on its spelling and morphology.

According to Valikova (2007), this is term introduced as a result of the use of new technologies which development is highly related to the use of the English language. Also, Delgado (2005) mentions that the influence of technology on the language usage of newspaper is strong due to the speed in technology development and their understanding depends on the level of knowledge that readers have about the topic.

Bingo

This word is accepted by the RAE dictionary; the Merriam – Webster dictionary mentions that this word is used as an interjection and as a noun. As an interjection, the word dates back to 1925 and is used to announce an event, a winning position and an endorsement of a correct assertion; as a noun, the word dates back to 1932 and describes a game of chance. This example: *Bingo para recaudar fondos*; shows that the word is used in Spanish to make reference to a game usually played to gather funds for social purposes. Therefore, this word has the same meaning in the Spanish language that in the English language; but, sometimes in the Spanish language is used as an exclamation to announce that someone has won or discovered something. Thus, the word had not

been changed on its spelling and morphology; it is still being used as its original word even though it had been accepted on the Spanish language.

Film

The RAE dictionary had been accepted the word *filme* that comes from the English word *film*. According to the Merriam – Webster dictionary, the word functions as a noun and as a verb; as a noun the word comes from the Middle English and it is used to describe a thin layer of something and also to make reference to a motion picture. As a verb, the word dates back to 1602 and can function as a transitive verb that describes the action of cover something and also describes the action of make a motion picture; as an intransitive verb refers to the action of being covered by something and also as an action of make a motion picture. Through this example: *debe haber un espacio donde la gente pueda ver los films*; the word refers to a set of motion pictures that should be observed on a specific place. Therefore, in Spanish the word is used as a noun to describe a motion picture.

In reference to its spelling, in Spanish the word is commonly written as its original form; but, its morphology indicates that the word is also used as a transitive verb adding the suffix –ar and makes reference to the action of make a motion picture. Also, the word is used as an adjective adding suffixes as: –ico , –ador (-adora) and –ado; therefore, this type of change belongs to regular inflection that

takes place adding suffixes to the word as Carstairs-McCarthy (2002) says.

Pop

This word had been accepted by the RAE dictionary and according to the Merriam- Webster dictionary this word comes from the Middle English and dates back to 15th century; this word functions as: verb, noun, adverb and adjective. As verb, it works as transitive verb and refers to the action of open something making a sound or; as a intransitive verb means to go, come or do something suddenly. As a noun, it refers to an explosive sound; and as an adjective it is related to a particular style of popular music or art. In this example: *su album cargado de música pop*; the word is used as an adjective to make reference to a style of music. Consequently, the word has the same function in both languages and also matches in meaning with the English word.

In reference to its spelling, the word is used without any change; in addition, there is not any morphological change known on this word. But, the RAE dictionary mentions that this word is also considered as an abbreviation of the word *popular* that is a Latin word that refers to something that is related to population or to a style of culture.

Dólar

The RAE dictionary had accepted this word as a word derived from the English word dollar; in the Merriam – Webster dictionary the

word derives from the dutch or low German daler and from the German taler, which is a short of Joachimstaler and its meaning refers to monetary units. In this example: *invertirán 20 millones de dólares*; this word functions as a noun and refers to a monetary unit, specifically the American currency used currently in Ecuador. Concerning its spelling, in the Spanish language the word is written with only one -l and an emphasis on the vowel -o; therefore, as Pharies (2002) the change on its spelling is influenced by the pronunciation of the English word which had made that the stress from the English word was transferred as a syntactic emphasis according to the rules of the Spanish language.

Also, the word has been adapted to the Spanish language through a suffixation process adding these suffixes: -izar(dolarizar) , -ación (dolarización), -ado (dolarizado); so, the morphosyntactic change of this word agrees with description provided by Carstairs-McCarthy (2002) concerning to regular inflection of words.

Tanque

According to the RAE dictionary, this word comes from the English word tank that defines a car used with military purposes. This meaning is defined by the Merriam – Webster dictionary that describes it as a word originated from the Portuguese word tanque. The word is used as a noun and as a verb; as a noun the word refers to a recipient for transporting or holding liquids and to a combat vehicle. As a verb, this word functions as a transitive verb to

describe the action of placing something in a tank and also refers to the action of making no effort to win. As an intransitive verb means to lose intentionally or rapidly collapse.

In this example: *taxistas quieren adquirir tanques*; the word refers to a recipient used to hold something and according to the RAE dictionary this word is used only as a noun. Concerning its spelling, in the Spanish language the word is written very different from the original word; the ending consonant –K had been replaced by –que. In relation to its morphology, in the Spanish language the word has been derived using suffixes and prefixes.

In the first case, the word *tanquista* results from the suffixation process adding the suffix –ista; in the second case, the words *antitanque* y *supertanque* results from word formation using the prefixes –anti and –super. Therefore, this is another case of word formation as Carstairs-McCarthy (2002) says.

Rally

This word is accepted by the RAE dictionary and the definition provided by the Merriam-Webster dictionary defines that this word comes from the French word *rallier* and the Old French *ralier*. This word functions as a verb and as a noun; as a verb, it functions as a transitive verb and means to muster for a common purpose or to arouse for action. As a noun, it refers to renewed efforts and also a to a car competition.

In this example: *El francés se proclamó campeón del mundo del rally*; the word is also used as a noun and refers to a car competition, which means that the word has the same function and meaning in both languages. In the Spanish language the word is used without modifying its spelling and it has not any morphological change. Therefore, as Kotríkova (2008) this word is one of the anglicisms introduced as a consequence of sports practiced in Ecuador that have been brought from other countries.

Penalty

This word is accepted by the RAE dictionary as *penalti*; the Merriam – Webster dictionary explains that the word belongs to the Middle English word *penalte* and dates back to the 15th century and it functions as a noun to describe the affliction of a person as a result of an offense or a disadvantage because of some action. In this example: *Roberto paró un penalty a Daniel Ortega*; the word is used as a noun to describe a punishment that takes place on some sports as soccer, but in this case the original English word is used instead the word accepted by the RAE dictionary. Concerning its spelling, the word is written different from the English word because according to the *Océano Encyclopaedia* (2003) the rule usage of vowel –i en the Spanish language states that at the end of a word behind a consonant it is not allowed –y, instead –i is used. There is not any morphological change on this word.

Variable: Tabloid “El Extra”

Spray

This word had been accepted by the RAE dictionary and the Merriam-Webster dictionary mentions that this word comes from the Old English word *spraeg*, *spraec* and dates back to the 13th century; according to the Merriam-Webster dictionary this word functions as a noun and as a verb. As a noun it describes a branch or arrangement of flowers; but also refers to water dispersed in small drops or to a device by which a liquid is applied. As a verb, this word refers to the action of apply a liquid emitting a stream.

In this example: *el fiscal dispuso hacer nueva revisión con spray especial*; here, the word is used as a noun and refers to a device that emits a stream of a substance. Therefore, the meaning of the word matches in meaning with the English word and one of its functions.

In the Spanish language the word is used without modifying its spelling and there is not any morphological change related to the word.

By-pass

This word has not been accepted by the RAE dictionary yet; so, the Merriam-Webster dictionary mentions that this word functions as a noun and as an intransitive verb. As a noun, this word dates back to 1848 and refers to a channel or a passage between two points; as a noun, this word dates back to 1736 and describes the action of deviate the natural course of something.

In this example: *hubo dos crímenes en el by pass Quinindé – Quito*; the word is used to describe a highway from Quinindé city to Quito city that does not go through a city, it is a deviation. Therefore, the word is used without any modification on its spelling and its morphology.

Pen drive

This is a modern word that has not been accepted by the RAE dictionary yet. This word has been introduced into our language as result of the influence of new technologies that has been developed since 1996. In the same way, the Merriam-Webster dictionary has not any definition on this word; but, Wikipedia (2010) defines this word as a computing device used to hold information. Therefore, the introduction of this type of word is mentioned by Rodríguez Gonzáles (1999) as the influence of information technologies on our language.

Moreover, the word is composed of two words pen+ drive; therefore, as Carstairs-McCarthy (2002) this word belongs to the group of noun-noun compound words formed by two nouns. According to Carstairs-McCarthy, these types of words are constantly changing a language and represent main source of vocabulary evolution.

Call center

Also, this word has not been accepted by the RAE dictionary neither by the Merriam – Webster dictionary. According to a definition provided by Wikipedia (2010) a call center is “a centralised

office used for the purpose of receiving and transmitting a large volume of requests by telephone”; also, Aguilar (2003) states that according to some technical definitions this word refers to a company that provides telephonic services to other companies. It can be observed that this term has been introduced as result of new technologies; therefore this word belongs to the 21st century and is used as noun to describe a place from which send and receive telephonic calls.

In this example: *socilita el servicio llamando al call center*; in this case the word is used as a noun to describe a solution center that provides technical assistance to mobile phone users.

Concerning its spelling the word is used identically as the English word without any modification. The morphology of this word reveals us that according to the definition about compound words provided by Carstairs-McCarthy (2002) this word is formed by the verb call and the noun center; therefore this word belongs to the verb-noun compound words group.

Sweet

This word has not been accepted yet by the RAE dictionary; according to the Merriam-Webster dictionary this word comes from the Middle English word *swete* and Old English word *swete* and it functions as an adjective, as a noun, and as an adverb. As an adjective, this word means agreeable to emotions or taste; as a noun,

this word refers to something that is pleasing to tastes or feelings; and as an adverb means in a sweet manner.

In this example: *estas nenas si están sweet*; here, the writer uses the word as an adjective to describe a group of beautiful girls but with a sexual intention. Even though, the word does not have any modification on its spelling; the meaning of the word is changed within the context of the sentence.

Therefore, as Valikova (2007) states, the meaning of words is invented through time and the introduced word acquires a new dimension on its use.

Show

This word has been accepted by the RAE dictionary; according to the Merriam-Webster dictionary this word comes from the Middle English word *shewen* (shown) and the Old English word *sceawian* and functions as a verb and as a noun. As a verb, this word can be used as a transitive verb to describe the action of presenting or offering something to a public or someone; as an intransitive verb, this word refers to the action of being at a public event or to appear in a particular way. As a noun, the word is used to describe something that is presented or displayed in a demonstrative way.

In this example: *Alberto Plaza se robó el show*; the word is used to communicate that a singer had a public presentation that was successful. The word is always used without any modification on its spelling and match in meaning with the meaning of the English word

when is used as a noun. There is not any morphological change when it is used in the Spanish language.

According to Fernandez (2010), this word was introduced in our country with development of television; when people start to use televisions and new programs were created in order to provide fun to population. Again, the influence of the English language is clearly marked and related to the development of new technologies.

Reality

This word has not been accepted yet by the RAE dictionary; the Merriam – Webster dictionary dates back this word to 1550 and indicates that this word functions as a noun to describe the quality of being real or to describe something that is natural. In addition, this dictionary mentions that the word also describes a television programming that features cases from real life.

In this example: *El negocio de los realitys ha crecido*; the writer uses the word as a noun to communicate the increase on television programs that transmit real life events. Generally, this word is used with the word show as in reality show; therefore its spelling has not been changed.

Concerning its morphology, in the example above the word is inflected adding the suffix –s to form the plural following the Spanish rule for plural forms; but, according to the Oceano encyclopaedia (2001) in the Spanish language do not exist words that ends in –y when they are preceded by a consonant. Moreover, the plural form of

words ended in -y are formed adding -es and taking into account the rule mentioned previously.

Therefore, according to Freire (1981) this is a wrong construction of a plural form that is known as language vice.

In addition, it is important to mention that according to Fernández (2010) this word has been being used frequently over last years due to the influence of American media; due to the fact that in other countries there is a recent grows of programs that transmit private life of movie and television stars. So, Fernández mentions that currently this word is part of our language and it does not need any type of translation because meaning is indirectly related to it.

Background

In the same way, this word has not been accepted by the RAE dictionary; and, according to the Merriam-Webster dictionary the word functions as a noun and as an intransitive verb. As a noun, this word dates back to 1672 and is used in an attributive form to describe an event that is the setting of a determined situation; as an intransitive verb means to provide background.

In this example: *el background de cada una es amplio (hablan las prepagado de al web)*; the writer uses this word as a noun, to describe the antecedents of a group of women. This word is used in the Spanish language without any modifications on its spelling or its morphology; moreover, the word is generally used in business and technology companies to describe previous settings of a situation,

person or company. Therefore, as Delgado (2005) mentions, this type of words is rarely used for this reason its low frequency.

Funk

This word has been not accepted by the RAE dictionary yet. According to the Merriam-Webster dictionary, this word dates back to 1623 and it is originated on the French word *funquer*; this word functions, in the English language, as a noun and as a verb. As a noun, this word has different meaning: an offensive smell, a state of paralyzing fear, a depressed state of mind, a style of music that combines traditional forms of black music with a strong backbeat, and the quality or state of being funky.

According to the example found: *Lenny Kravitz se dejará seducir por su lado más funk*; this word is used as a noun to describe that a singer is strongly influenced by funk music. This word is usually used in the Spanish language on its original form within music context mainly by young people, so it does not have any kind of morphological change. In the same way, the word does not show any type of change on its spelling.

On-line

This word has not been accepted by the RAE dictionary yet. The Merriam-Webster dictionary dates back this word to 1950, and it is considered a compound word formed by the word *on* and the word *line*; as Carstairs- McCarthy explains, this type of word belongs to the type of compound nouns formed by a preposition (on) and a noun

(line). So, the Merriam-Webster dictionary mentions that this word functions as an adjective and means connected to, served by, or available through a computer or telecommunication system. In addition, as it is mentioned by Rodríguez Gonzáles, this word is the result of the influence of technology and specifically by the use of the internet; this example: *Actualmente existen muchas ofertas on-line* shows that the word is used as an adjective to refer to a variety of products that are offered on the internet. This word is used in the Spanish language neither modification on its spelling nor on its morphology.

Comparative analysis

This section deals with a comparative study among the newspapers collected for this research and also among the sections selected on each newspaper. First of all, a comparative analysis among the sub variables; news, ads, social pages, reports, sports is going to be made in order to find the most common anglicisms among those sections; in addition, this comparison will provide information about the section that contains the highest amount of anglicisms. Secondly, the newspapers gathered on this research are going to be compared in order to determine the newspaper on which we can find the higher amount of anglicisms.

Next, this section also presents main reasons for the most common anglicisms and also explanations about anglicisms with lower frequency. Finally, a sociological analysis is provided in order to discover to which extent anglicisms are accepted or rejected by readers and the level of influence that foreign words have on our language and our culture.

First, the national newspaper “El universo” has a total amount of 232 anglicisms. On its section news presents 24 anglicisms that is 10.34%; also, on its section ads, the frequency of anglicisms is 103 that is 44.37%; its section social pages, has a frequency of 29 anglicisms that is 12.5%; its section sports has a frequency of 58 anglicisms that is 25%; its section reports has a frequency of 18 anglicisms that is 7.76%. Therefore, it can be observed that the

section with the highest amount of frequencies is the section ads; maybe this occurs because in the section ads, people needs to use short words due to the fact that ads are limited in size. So, English words are used to describe objects using short words that describe their whole characteristics as Hernando (2002) mentions.

Next, the local newspaper “Expreso” has a total amount of 158 anglicisms. In the section news there are 25 anglicisms that is 15.82%; there are 66 anglicisms in the section ads that is 41.77%; there are 14 anglicisms in the section social pages that is 2.86%; there are 45 anglicisms in the section sports that is 28.48%; finally, there are 8 anglicisms in the section reports that is 5.06%. In this newspaper, the section that has the highest amount of anglicisms is also the section ads; again, a possible reason is the use of short words that allows users to post their ads following the requirements of ads size.

Finally, the tabloid “El Extra” has a total amount of 123 anglicisms that are distributed in this way: there were found 6 anglicisms in the section news that represents 4.875; there were found 80 anglicisms in the section ads that is 65.04%; there were found 25 anglicisms in the section social pages that is 20.32%; there were found 12 anglicisms in the section reports that is 9.75%. The section sports had not had anglicisms because this newspaper is mainly read by people that belongs to low social class and journalist prefer to use colloquial language that can be easily understood by

people. Now, the section with the highest amount of anglicisms is also the section ads, and this is determined by the same reasons mentioned before.

Concerning the comparative analysis among newspapers, it can be observed that the national newspaper “El Universo” shows 232 anglicisms, there were found 158 anglicisms in the local newspaper “Expreso” and there were found 123 anglicisms in the tabloid “El Extra”. It seems that the national newspaper “El Universo” shows the highest amount of anglicisms because as it was mentioned in the methodology section, this newspaper is addressed to middle to high level social classes that can understand the use of those words. On the other hand, the tabloid “El Extra” shows the lowest amount of anglicisms because this newspaper is a sensationalist newspaper that uses language that results familiar to people that belongs to low social classes.

Also, it is important to mention that in all newspapers the section with the highest amount of anglicisms is the section ads; by reasons explained before, all newspapers demand readers to use short words because of little space available. After ads, the section with another important amount of anglicisms was sports in the national newspapers “El Universo” and “Expreso”; this occurs because, as Kotrikova (2008) mentions, people that is involved in the world of sports consider the use of foreign words as an indicator of social status.

Finally, the most frequent anglicisms found were the words: *full, gol, laptop, mall, buffet, call center and suite*; the majority of these words were found on the section ads in each newspaper. Some of them are related to technologies and others are used to describe characteristics of advertised objects which require clear, short and concise descriptions. As it can be observed, those frequent anglicisms are used without any modification but some of them have a corresponding meaning in the Spanish lexicon.

In relation to anglicisms with a low frequency, there were found words as: *rally, shopping, shock, by pass, ticket, sexy, rating, ranking, etc*; these words are less frequently used maybe because there are equivalent words in the Spanish language which can be used as in the case of: *competencia, centro comercial, desvío, entrada, sensual, sintonía, etc*. Therefore, the use of anglicisms in this case is not necessary and is easily understood by native languages.

In addition, it is important to mention that anglicisms found in the social pages of all the newspapers selected are words that frequently are used without any type of modification which constitutes in some cases a barbarism because there are words that have a corresponding meaning in the Spanish language.

Finally, through this comparative analysis it can be observed that there is a high level of influence of anglicisms in the language usage of newspapers; being the section ads which shows the highest

amount of anglicisms. In the same way, the analysis made on newspapers collected for this research demonstrates that the local newspaper “El Universo” has the highest amount of anglicisms among the other newspapers.

In brief, it is clearly that the use of anglicisms on newspapers is used by media that is addressed to readers with with certain type of knowledge about the terms that they are reading. On the contrary, people with low level of knowledge of those terms need to be informed using colloquial language.

Sociological analysis

Since the influence of the English language has been increasing through years, this research intends to demonstrate to which extent anglicisms are used by Ecuadorian newspapers and what are the most important sociological consequences.

Therefore, this section deals with the level of acceptance or rejection that people show towards anglicisms; also, the level of influence that anglicisms have on our society and our cultural identity is going to be analyzed. Finally, some aspects about the influence that anglicisms have on the structure of our language are going to be reviewed.

In order to analyze sociological consequences, it is important to mention that English has indirectly influenced our language, not as a result of direct contact but through the powerful development of trade, fashion, science and specially technology. According to

Valíkova (1994) the spread of the English language over the world occurred after the Second World War with the global influence of the United States of America. Here, in our country the influence of English has been increasing through the development of English programs within Education curriculum; currently, a lot of schools and high schools offer their students bilingual education and their main goal is to encourage students to improve their skills through the use of content based teaching in which a student use the English language to learn a subject.

Also, the influence of Internet, development of new technologies and the level of access to information technology in the population of Ecuador is considered an important source of anglicisms usage. Therefore, there is a great level of acceptance in the use of anglicisms in our society.

Concerning social impact in our society, the influence of English language has grown since last years; it seems that readers unconsciously adapt anglicisms used on newspapers without paying attention to their correct use. Nowadays, the use of Internet and new technologies influence a lot on the way use their language; more specifically, young people tends to use more anglicisms on their daily speaking. Here, it is important to mention that the amount of young readers of newspapers is very low in our country according to Fernández (2010); for this reason, newspapers are not a current source of anglicisms for young people. Also, he states that

concerning our cultural identity people from the highlands tend to maintain and use traditional words inherited from old ancestors; on the contrary, people from the coast usually use more anglicisms because their customs and personality.

With reference to the impact of anglicisms in the language, Valíkova (2007) explains that some linguists have different attitudes about anglicisms; some of them accept anglicisms as a source of language change. But, others consider that anglicisms have negative effect on the structure of a determined language. Also, Valíkova states that currently some authors believe that anglicisms do not affect language in a negative way; instead, she mentions that those authors consider that foreign words introduced into the Spanish language improve it and make provide a wider lexicon.

Now, about the specific case of technical terms Delgado (2005) states, “The general lexicon of speakers can be used to transmit information to a group of people that have knowledge about a language and the level of understanding depends on the level of knowledge that those people have”; therefore, a previous knowledge it is necessary to understand the message transmitted by an article in a newspaper when the use of anglicisms is evident as result of the influence of technologies. Thus, Delgado mentions that to understand the use of a specialized lexicon is necessary to have a level of knowledge about the topic or field studied.

Conclusions

- There is an important level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers, it was found that the national newspaper “El Universo” had 232 anglicisms, the local newspaper “Expreso” had 158 anglicisms and the tabloid “El Extra” had 123 anglicisms.
- The most common syntactic anglicisms used in newspaper material in Ecuador were: gol, turismo, comité, club; those words had been adapted to our language through their daily usage as a result of the influence of foreign sport media in the case of the words gol, comité and club. In the other way, turismo has been modified because of the repeated use due to the fact that our country has become a tourist place.
- The most common lexical anglicisms used in newspaper material in Ecuador were: full, laptop, Mall, Buffet, call center, and suite; in this case, these anglicisms are used without modification in their original spelling and pronunciation.
- According to the analysis made, the majority of anglicisms come from the Middle English; as it is mentioned above some anglicisms have been accepted and adapted to the grammar of the Spanish language. Other anglicisms are used without modification on its spelling and morphological structure.
- The comparative analysis of the sections of the newspapers selected for this research shows that the highest frequency of

anglicisms is found in the ads section; we consider that it is because of the fact that ads need to be written with short words in order to save space.

- The section sports also has an important amount of anglicisms in the national and local newspapers; we consider that this happens because trainers and people that works on sport world believe that the use of anglicisms provide them a high level of prestige.
- We found that use of anglicisms has a great acceptance among readers of Ecuadorian newspapers; even though, people from highlands are more traditional in the language usage than people from the coast.
- Use of anglicisms derived from technical terms shows that development of new technologies and globalization constitute a great influence on the Spanish language.
- This research is an important tool for our community because it provides information about the level of influence of the Spanish language into the language usage of newspapers. Also, journalists are benefited by this research encouraging them to be careful about language usage and the influence that the use of words have on information.
- Finally, this research was important for us because it provides us a vast experience as professionals and teachers. In addition, we consider this research work as a valuable guide for

people that are interested on acquire a better approach about the influence of the English language in our native language.

BIBLIOGRAPHY

- Aguilar Vásquez, Javier. ¿Qué es un call center?. Retrieved November, 10th, 2009 from <http://www.gestiopolis.com/canales/demarketing/articulos/61/callcenter.htm>
- Aitchison, Jane. Language change: progress or decay?. Cambridge: Cambridge University Press, 2001.
- Aronoff, Mark and Rees-Miller, Janie. The handbook of Linguistics. New York: Blackwell Publishing, 2002.
- Booij, Geert. The grammar of words. Oxford: Oxford university press, 1997.
- Burneo, Rosario. Syntax. Loja: Editorial U.T.P.L, 2007
- Bynon, Theodora. Historical Linguistics. Cambridge: Cambridge University Press, 1977.
- Campbell, Lyle. Historical linguistics: and introduction. Perthshire: MIT Press Edition, 1998.
- Carstairs-McCarthy, Andrew. An introduction to English Morphology: words and their structure. Edinburgh: Edinburgh University Press Ltd, 2002.
- Delgado, Álvaro. Los anglicismos en la prensa costarricense. Retrieved on April, 10th, 2010 from http://rua.ua.es/dspace/bitstream/10045/6105/1/ELUA_19_12.pdf
- Espinoza, Camilo & Benitez, Carmen. English Phonology. Loja: Editorial U.T.P.L, 2006.

Fernández, Tomás. *Journalist*, April, 9, 2010.

Ferrer-Cancho and Solé . *The small world of human language*. 2001

Fisiak, Jacek. *Historical semantic, historical word formation*. Berlin: Walter de Gruyter & Co, 1985.

Fowler, Roger. *Language in the news: discourse and ideology in the press*. London: Routledge, 1991.

Fowler, Roger. *Understanding language*. London: Routledge and Kegan Paul Ltd, 1974.

García González, José Enrique. *Anglicismos morfosintácticos en la traducción periodística (Inglés-Español): análisis y clasificación*. Retrieved on April, 9, 2010 from http://cvc.cervantes.es/literatura/cauce/pdf/cauce20-21/cauce20-21_31.pdf

Gass, Susan & Schachter, Jacquelyn. *Linguistic perspectives on second language acquisition*. New York: Cambridge University Press, 1990.

Glynn, Kevin. *Tabloid culture*. Duke: Duke University Press, 2000.

Sparks, Collin & Tulloch, John. *Tabloid tales*. New York: Cambridge University Press, 1990.

Guerrero, Galo. *Ortografía y composición*. Loja: Editorial de la Universidad Técnica Particular de Loja, 2007.

Hernando, Luis Alberto. *Sobre la configuración lingüística del mensaje periodístico*. 2002. Retrieved November, 4, 2009 from <http://www.ucm.es/BUCM/revistas/inf/11341629/articulos/ESMP>

0202110261A.PDF.

Hernando, Luis Alberto. La parasíntesis en español. 1999. Retrieved November 13, 2009 from <http://revistas.ucm.es/edu/11300531/articulos/DIDA9999110077A.PDF>.

Herrera, Ernesto. Un análisis sobre los préstamos lingüísticos que vienen del inglés económico. 1993. Retrieved November 11, 2009 from <http://www.ucm.es/BUCM/revistas/fil/11330392/articulos/EIUC9393110097A.PDF>.

Hipkiss, Robert. Semantics: defining the discipline. New Jersey: Lawrence Earlbaum Associates, 1995.

Holmes, Janet. An introduction to sociolinguistics. Essex: Pearson Education Limited, 2001.

Horn, Laurence and Ward, Gregory. The handbook of pragmatics. Oxford: Blackwell Publishing, 2004,

Hurford, James R. Heasley, Brendan and Smith, Michael B Semantics: a coursebook. Cambridge: Cambridge university press, 2007.

Janssen, Maarten. Orthographic neologisms. 2005. Retrieved November 12, 2009 from <http://maarten.janssenweb.net/Papers/neologisms.pdf>.

Joseph, Brian D and Hock, Hans Heinrich. Language history, language change and language relationship: an introduction to historical and comparative linguistics. Berlin: Walter de Gruyter &

Co, 1996.

Katamba, Francis. Morphology: its relation to semantics and the lexicon. London: Routledge, 2004.

Katamba, Francis. English words: structure, history, usage. London: Routledge, 2005.

Kotříková, Barbora. Anglicismos en el deporte. 2008. Retrieved November 10, 2009 from

http://is.muni.cz/th/181043/ff_b/Bakalarska_diplomova_prace.pdf.

Language. Enciclopedia Microsoft Encarta Online, 2008. Retrieved November 8, 2009 from <http://es.encarta.msn.com>.

Language. Wikipedia the free encyclopaedia.2009. Retrieved November 8, 2009 from <http://en.wikipedia.org/wiki/Language>

Lingüística. Enciclopedia Microsoft Encarta Online, 2008. Retrieved November 8, 2009 from <http://es.encarta.msn.com>.

Linguistics. Encyclopaedia Britannica. 2009. Retrieved November 10, 2009 from <http://encyclopaediaBritannica.org/wiki/Language>

Malmkjaer, Kirsten. The linguistics encyclopaedia. London: Routledge, 2002.

Mathews, Peter. Syntax. Cambridge: Cambridge University Press, 1981.

McMahon, April. Understanding language change. Cambridge: Cambridge University Press, 1994.

Mey, Jacob L. Pragmatics: an introduction. Oxford: Blackwell Publishing, 1993.

Morphology. Merriam-Webster Online Dictionary. 2008. Retrieved November 6, 2009 from <http://www.merriam-webster.com/dictionary/morphology>

Mot, Brian. Introductory semantics and Pragmatics for Spanish learners of English. Barcelona: Ediciones de la Universidad de Barcelona, 2009.

Oceano. Biblioteca práctica de comunicación. Barcelona: Editorial Oceano, 2003.

Parasynthesis. The American Heritage Dictionary of English Language. 2007. Retrieved November 13, 2009 from <http://www.answers.com/topic/parasynthesis>

Penny, Ralph John. A history of the Spanish language. Cambridge: Cambridge University Press, 2002.

Pharies, David. A brief story of the Spanish language. Chicago: University of Chicago Press. 2002.

Plag, Ingo. Word formation in English. Cambridge: Cambridge University Press. 2003.

Polomé, Edgar. Research guide on language change. Berlin: Walter de Gruyter & Co, 1990.

Pragmatics. The Stanford Encyclopedia of Philosophy. Retrieved on November, 3, 2009 from <http://plato.stanford.edu/entries/pragmatics/>

Rodríguez González, Félix. Anglicisms in contemporary Spanish, an overview. 1999. Retrieved November 6, 2009 from

http://dialnet.unirioja.es/servlet/fichero_articulo?articulo=638001&orden=61199.

Saville-Troike, Muriel. Introducing second language acquisition. New York: Cambridge University Press, 2006.

Semantic change. Wikipedia the free encyclopaedia. Retrieved November 9, 2009 from

http://en.wikipedia.org/wiki/Semantic_change

Swan, Michael and Smith, Bernard. A teacher's guide to interference and other problems. Cambridge: Cambridge University Press, 2001.

Syal, Pushpinder and Jindal D.V. An introduction to linguistics: language, grammar, semantics. New Delhi: Prentice-Hall, 2007.

Syntax, Dictionary.com. 2009. Retrieved November 3, 2009 from <http://dictionary.reference.com/browse/syntax>

Thomas, Singh and Peccei. Language, society and power: an introduction. London: Routledge, 1999.

Valenzuela, Javier. Contrastive linguistic English-Spanish: a general approach. 2001. Retrieved November 8, 2009 from

<http://www.um.es/lincoing/jv/2002%20Contrastivo%20Carabela.pdf>

Valikova, Hana. El anglicismo en la lengua española. 1994. Retrieved November 6, 2009 from

http://is.muni.cz/th/145734/ff_b/bakalarska_diplomova_prace.pdf

Van Valin, Robert D and LaPolla, Randy. Syntax: structure, meaning and function. Cambridge: Cambridge University Press, 1997.

Viteri, Alberto and Lemos, Luis Enrique. Gramática castellana. Quito:
Editorial Colon, 1961.

Whitley, Melvin Stanley. Spanish/English contrast. Washington:
Georgetown University Press, 2002.

ANNEXES

Qualitative tabulation

Chart

Variable:

Subvariable:

Anglicisms	Example	Word repetitio n number	Title of the article	Date

Authors:

Quantitative Tabulation

Chart

Variable:

	Section	F	%
Anglicisms	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Authors:

The most frequent Anglicisms

Chart

Anglicisms	Word repetition number

Authors:

Interview for the sociological analysis

1) ¿Cómo cree usted que el idioma inglés ha influido nuestro idioma?

Bueno, considero que la influencia del idioma inglés en nuestro lenguaje ha sido indirecta porque no somos una sociedad que ha tenido un contacto directo con el idioma, como ha ocurrido con otras culturas. Más bien, el idioma inglés ha sido introducido a nuestro lenguaje a través de tendencias como es el caso de la moda, el comercio, etc.

2) ¿Cree usted que el modelo de educación bilingüe aplicado a las instituciones educativas en los últimos años ha influenciado nuestro idioma?

Si, creo que el modelo de bilingüismo que algunas instituciones educativas han adoptado ha tenido cierta influencia en nuestros jóvenes; ya que, se escucha con más frecuencia el uso de palabras del idioma inglés para referirse a ciertas circunstancias por ejemplo mi hijo utiliza mucho el término, “cool” para referirse a algo que es de última moda o que como nosotros diríamos es “chévere”.

3) ¿Considera que el uso de Internet influye de alguna forma en nuestro idioma?

Bueno, es claro que las nuevas tecnologías siempre son una forma de introducción de nuevas palabras. En el caso específico del

Internet, es muy común entre los jóvenes usar términos en inglés que obviamente ven en el Internet.

4) ¿Qué porcentaje de jóvenes considera usted que son asiduos lectores de periódicos?

Bueno, en nuestro país es muy bajo el porcentaje de jóvenes que leen los periódicos; hablemos de un 10% de la población joven, en general se que las nuevas generaciones leen muy poco. Entonces, imagínese si habrán jóvenes que lean el periódico, serán muy pocos.

5) ¿Cree usted que la situación geográfica influye de alguna manera en el uso de anglicismos en nuestro país?

Creo que si, en la sierra la gente es más tradicionalista en cuanto al lenguaje. Más bien, la gente de la costa es más novelera; me parece que aquí en la costa la gente usa más anglicismos que en la sierra. El lenguaje de la gente en la sierra está más influenciado por términos quechuas, que se han conservado durante muchos años.