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A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS

Research done in order to achieve
the

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English as a Foreign
Language

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

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Sandy Soto A.

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AUTHORSHIP

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

Date: September, 2010.

Sandy Soto A.

AUTHOR

DEDICATION

To the King of Kings and Lord of Lords Jesuschrist for having given me all the strength I've needed during all this five years of study and even more during the development of this work.

To Angel Escaleras, a good friend since without his help and support I would have not been able to start this stage of my life.

To my mother, for giving me the life and teaching me good things.

To my brothers because I want them to know that to achieve success it is necessary to work hard and to sacrifice moments of pleasure with friends and family, but after all that sacrifice, the results seen make one happy and feel proud of oneself.

To all those persons, relatives and friends who supported and encouraged me not to give up.

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Abstract

A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers is a research aimed at discovering the use of anglicisms in Ecuadorian newspapers, raising awareness of their unnecessary use in Spanish.

This study was conducted in Santa Rosa, El Oro. The analysis is based on three Ecuadorian newspapers El Universo (national), El Nacional (local) and El Extra (tabloid) which were consecutively collected for seven days, from November 9th to November 15th, 2009.

The information was gathered by using instruments such as charts, direct observation forms, bibliographic cards, surveys and interviews. The results of this research evidence that one hundred and twenty two anglicisms were used in the different sections of the three newspapers selected as sample. However, the most common anglicisms found are: full, club and laptop.

The two mayor conclusions drawn in this study are that no matter the type of newspaper, there is a considerable influence of English terms in Ecuadorian newspapers especially in sections such as news, ads, and sports and that interestingly about forty percent 40% of the anglicisms found have already been accepted by the Royal Spanish Academy as part of the Spanish lexicon which evidences that the influence of English in the Ecuadorian written press field (especially in the newspapers area) is growing.

Introduction

Nowadays, the globalized world we are living in and the economical power and dominance that the United States has had during the last years has made English a very important language. This fact causes that different Spanish countries including Ecuador be influenced by this language, influence that is clearly seen in the introduction of English terms, anglicisms.

This study arouses out of the desire to know how the economical power and dominance of the United States has influened the Spanish language in Ecuador. This influence is seen in different areas, but this research concentrates only in English vocabulary found in the written press (Ecuadorian newspapers).

The use of anglicisms in Ecuadorian newspapers has not been widely investigated. However, the literature on the topic shows that few researches have started to get interest on this field. A short investigation performed by Morin (2006) has demonstrated that anglicisms are frequently used in Ecuadorian newspapers every day, especially, in sections related to technology ads, job ads, ads for stores, travel agencies, educational institutions, announcements for public auctions as well as miscellaneous items which included information for newspapers, letters to the editor, death notices and contest entry forms.

That languages bear, change, evolve, or disappear with the pass of the years is not unknown, for this reason it is of great importance to study the state of our language regarding to changes like the lexical ones used in written form. And, since very few researches about this topic have been carried out, in order to get better insights on the language used in the written press, it is truly necessary to make a deep investigation and analysis about the lexicon being used in the language utilized by Ecuadorians in the different newspapers that circulate throughout the country.

The motivational force that encouraged me to develop this research was getting my Bachelor's Degree in Teaching English as a Foreign Language; however, during the process of the same, the curiosity and interest of knowing more about our language and the changes that this is suffering at being influenced by a bunch of foreign lexicon which not only comes from English, but from other languages, too, as well as facility with which this is happening and the way we, most of the time, unconsciously make of this new lexicon part of the vocabulary we use daily.

In order to conduct this important investigation, resources like computers and class supplies were utilized. And the methods applied for developing the same were the qualitative and quantitative ones. Techniques like the selection of the written material, note taking to collect bibliographic information and interviews to different persons

such as a literature teacher, a journalist, and five learned persons, were applied too. Even though the majority of the sources for conducting the present investigation were available for me, the time was my greatest limitation since I just had few hours at night to develop the same; taking care of my brothers (since I'm their tutor), working part of the morning, afternoon and evening until nine pm plus one hour travelling for going to work and one more to get back home didn't allow me to have much sparetime and made it really hard everyday, but after all this hard fight I have completed this work successfully.

As I stated above, I have completed this work successfully, by this I mean that the objectives set for this research have been achieved very successfully as it is shown throughout this work. These objectives are stated next.

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

Objective that was achieved by analysis of different sections (news, ads, social pages, sports, and reports) in three Ecuadorian newspapers (El Universo, El Nacional and El Extra) collected for a week.

- To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador. Objective achieved by

applying the qualitative method as shown in the charts of the section results.

- To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects. This objective was achieved in a hundred percent of thirty six anglicisms as demonstrated in the section DISCUSSION; Description and Analysis of Results (Linguistic Analysis).
- To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. Thoroughly achieved by comparing the sub variables proposed for this research.
- To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.

This objective was achieved by interviewing seven persons (a literature teacher, a journalist, and five learned persons) and discussing their opinions in the section DISCUSSION; Description and Analysis of Results (Sociological Analysis).

Methodology

This qualitative and quantitative research was conducted in Santa Rosa-El Oro-Ecuador. In order to develop this research, the Scientific Methods like the Bibliographic, Analytic, and Descriptive methods were applied.

The information that makes up the Theoretical Background was gathered from scientific material such as books and the internet; these data were collected by applying the Bibliographic Method and the Theoretical Frame was developed from October 15th to November 14th, 2009.

To develop the section Results a field research was conducted. This field research consisted on collecting the sample, 3 Ecuadorian newspapers: “El Universo” the national newspaper with the most circulation and popularity nationwide; “El Nacional” a local newspaper that circulates in El Oro province; and, “El Extra” the tabloid with the mayor popularity and circulation in Ecuador; this process was done for a week, November 9th to November 15th, 2009.

The data collected from this part of the field research was used to develop the second part of this work which consisted on, first, identifying and reading the information contained in the sections of the sub variables (news, ads, social pages, sports, and reports,) within the variables (newspapers) chosen as the sample for this

research; second, identifying the foreign words found in the sub variables, underlining them, and verifying with the Royal Spanish Dictionary and the Merriam Webster online dictionary which of those foreign words are anglicisms in order to continue with the tabulation of these English words in the charts designed for the qualitative and quantitative tabulation for which the quantitative and qualitative methods were applied.

The gathered data was analyzed and clasified by grouping the different sub variables belonging to every variable chosen for this research and then getting the total number of anglicisms found in the different sub variables which was dominated as frequency, after that, the frequencies resulting from every sub variable were added between each other so that we could get the total number of anglicisms found in a variable.

Additionally, part of the field investigation consisted on interviewing seven people (a literature teacher, a journalist, and five learned persons); which was done on February 15th, 2010; to do this part of the field research, the technique interview was applied.

Once all the necessary data from the interviews was collected and the data from the newspapers tabulated, the process of analysis of this information (linguistic, comparative and sociological analysis) started; to carry out this process the analytic (linguistic analysis) and

descriptive (comparative and sociological analysis) methods were used.

While the selection of written material, note-taking to collect bibliographic information and interview were techniques used for this research, direct observation forms, bibliographic cards, survey forms, interview forms, and charts were the instruments used to conduct the same.

Results

This section will provide relevant data about “The Use of Anglicisms in Ecuadorian Newspapers” which was carried out in Santa Rosa – El Oro- Ecuador.

The samples were taken from a national newspaper, a local newspaper and a tabloid; being these “**El Universo**”, “**El Nacional**” and “**El Extra**”, in the order mentioned above. These data were collected for seven days starting from **November 09, 2009** until **November 15, 2009**, analyzing a total of twenty one newspapers.

It is of relevant importance to mention that the sections taken into account in order to get our data were: News, Ads, Social Pages, Reports, and Sports as you will see in the charts below.

QUALITATIVE TABULATION

Chart One

Variable: National Newspaper "El Universo"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Night Club	Dólares o más tiene que dar una trabajadora sexual para trabajar una semana en un night club de la ciudad.	1	Ciudad	11/09/2009
Show	. . . con la decoración de arboles, nacimientos y luces ademas de los shows que se ofrecen en esta epoca.	1	Ciudad	11/09/2009
Web	La convocatoria consta en la página web del Ministerio de Educacion.	1	Ciudad	11/09/2009
Hot-dog	. . .en vez de ello ideo algo que va más alla de los carritos de hot-dogs rodantes. . .	1	Vida y estilo	11/09/2009
Show	J. Perales ofrecio un show de nostalgia y emociones.	1	Musica	11/09/2009
Look	Con temas de su autoria además de un cambio de look y un nuevo genero musical.	1	Protagonistas	11/09/2009

Pop	Joe Jackson padre de conocido Rey del pop .	2	Protagonistas	11/09/2009
CD	. . .predominan en el CD , que se mezcló y masterizó en Miami.	1	Protagonistas	11/09/2009
Web	Afiliados pueden acceder al nuevo servicio a través de la página web de la institución.	3	Actualidad	11/10/2009
Link	En este sitio aparecerá un nuevo link que se llamará portabilidad de hipotecas.	2	Actualidad	11/10/2009
Bar	Visite nuestro bar , se convierte en el grupo más importante del rock español.	1	Vida y estilo	11/10/2009
Rock	El grupo más importante de rock .	1	Vida y estilo	11/10/2009
Miss	Isabella Chiriboga representará al Ecuador en Miss International Beauty.	7	Gente	11/10/2009
Word	Leonidas Iza, quien aparece en los supuestos documentos de Word de las computadoras de Reyes. . .	1	Actualidad	11/11/2009
Power Point	Algunos usaron presentaciones en power point para defender su tesis.	1	El País	11/11/2009
Web	. . .Spock podría restrear los datos de unos 6 mil millones de usuarios de la web .	1	Vida y estilo	11/11/2009
Miss	Once latinas por el Miss	13	Gente	11/11/2009

	Turismo			
Openning	. . .las jovenes luciran en el openning de la final vestidos de Tatiana Torres.	1	Gente	11/11/2009
Club	. . .la venta del inmueble se concreto en \$100.000, incluida una membresia del Club Liga Deportiva Universitaria.	1	Actualidad	11/12/2009
Web	En la web se generara una planilla de pago. . .	3	Actualidad	11/12/2009
Link	. . .accediendo con su clave al link de “prestamos hipotecarios”	2	Actualidad	11/12/2009
Gol	Aunque esta normativa fue para Ecuador un gol de media cancha. . .	1	Lectores	11/12/2009
Spot	. . .las transacciones se liquidaban a precio de mercado spot .	1	Lectores	11/12/2009
Offset	La usan para dar energía a una computadora y una imprenta offset .	1	Ciudad	11/12/2009
E-mail	Informes e inscripciones al teléfono 2990-800 y al e-mail juguerra@ute.edu.ec	1	Institucionales	11/12/2009
Stand	. . .se presentaron 20 stands con temas como virus AH1N1 e infecciones bacterianas.	1	Servicios	11/12/2009
CD	La estrella unió fuerzas con	1	Musica	11/12/2009

	Pharrell, wyclef Jean y John Hill para el CD que sale a la venta el 23 de noviembre.			
Rock	En el ciclo se exhibió – también a las 9:30- la cinta de la banda de rock británica Motorhead.	6	Espectaculos	11/12/2009
Hit	Hacia el final tocan un medley de grandes hits clásicos.	1	Espectaculos	11/12/2009
Medley	Hacia el final tocan un medley de grandes hits clásicos.	1	Espectaculos	11/12/2009
Speed	. . .esta filmación lograda en el Brixton Academy de Londres deja claramente establecida una catedra de heavy metal con todas sus facetas de speed , punk y trash.	1	Espectaculos	11/12/2009
Punk	. . .una catedra de heavy metal con todas sus facetas de speed, punk y trash.	1	Espectaculos	11/12/2009
Trash	. . .una catedra de heavy metal con todas sus facetas de speed, punk y trash .	1	Espectaculos	11/12/2009
Miss	Esta noche se elige la nueva Miss Turismo Latino.	3	Gente	11/12/2009
Performance	. . .algunos estudiantes realizaron performance .	1	Manifestacion	11/12/2009
Bar	Norman Jaramillo,	1	Ciudad	11/13/2009

	vicepresidente de la Cámara de Turismo y dueño de un bar en el malecón. . .			
E-mail	La única versión ofrecida, mediante el e-mail , es que formalmente el dejó el programa el martes para asumir otros proyectos.	1	Ciudad	11/13/2009
Stock	. . . tienen stock de medicinas suficientes para un mes.	1	Servicios	11/13/2009
Made	. . . para descubrir en esa cascada de caratulas el sello "Made in Ecuador" .	1	Vida y estilo	11/13/2009
Pop	La cultura pop no se entiende sin ese matrimonio bien avenido entre música e imagen.	1	Vida y estilo	11/13/2009
Rock	Las portadas del rock latinoamericano aparecen tintadas con la impronta de las diversas estéticas. . .	2	Vida y estilo	11/13/2009
Web	Son cinco los videos más vistos a nivel internacional durante la última semana, según el sitio web especializado youtube.com	1	Espectaculos	11/13/2009
Show	Mañana show : un grupo de artistas se reunirá . . .	1	Espectáculos	11/13/2009
People	Saga "Twilight" lidera nominaciones para los	3	Cine	11/13/2009

	galardones People choice.			
Staff	Jorge Toledo como director de El Cholito decidió sumarla al staff de ese drama.	1	Protagonistas	11/13/2009
Casting	. . . “Hasta hice un casting con Marcela para un espacio paraceido a este”.	1	Protagonistas	11/13/2009
Club	. . .la Asociacion de Ganaderos de Nono (Quiloc) ha firmado un convenio con Florap y el Club Rotatio.	2	Produccion	11/14/2009
Marketing	I Jornada de marketing para centros de belleza.	1	Ciudad	11/14/2009
Express	Nueva denuncia de express en malecon.	2	Seguridad	11/14/2009
Laptop	Le robaron una laptop y dinero.	1	Seguridad	11/14/2009
Fitness	Esentrenadora personal certificada y duena de Balance Fitness en New Heaven.	1	Vida y estilo	11/14/2009
Kickboxing	Ofrecio yoga, Kickboxing , aerobicos y clases de acondicionamiento.	1	Vida y estilo	11/14/2009
E-mail	Los postulantes al taller y que no sean miembros deben enviar un relato al e-mail hembradragon@gmail.com	1	Cultura	11/14/2009
Show	Show de clown en Centro	1	Cultura	11/14/2009

	Civico			
Clown	En el miniteatro del Centro Civico Eloy Alfaro hoy se realiza el show gratuito de clown El mundo en las nubes.	1	Cultura	11/14/2009
Rock	Se llama Premium porque es exclusivo para las bandas de rock en todos sus generos.	8	Noctambula	11/14/2009
Bar	El rock suena fuerte en el bar Premium de la zona rosa.	2	Noctambula	11/14/2009
Shot	. . .en piqueo para un aperitivo o en vasitos de shot durante el coctel.	1	Bienestar	11/14/2009
Link	Por ahora se llama robito y abrimos un link en la web de acuavisa.	1	Television	11/14/2009
Web	Por ahora se llama robito y abrimos un link en la web de acuavisa.	2	Television	11/14/2009
Miss	Nancy Montero, Miss Turismo Latino 2009.	6	Gente	11/14/2009
Shopping	No todos los shopping lanzaron su temporada navideña a inicios de este mes.	2	Negocios	11/15/2009
Marketing	Leticia Arcia, gerente de Marketing del Mall del Sur.	2	Negocios	11/15/2009
Web	Para mayor información, la firma abilito el Sitio web	1	Negocios	11/15/2009

	http://chargerexchange.no ia.com.			
Link	Por ejemplo, en el link de noticias de la web del Ministerio.	2	Informe	11/15/2009
Web	Por ejemplo, en el link de noticias de la web del Ministerio.	2	Informe	11/15/2009
CD	Esperando tu voz, su segundo CD , le dio el premio.	2	Vida y estilo	11/15/2009

Author: Sandy Soto

Chart Two

Variable: National Newspaper "El Universo"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date
Jacuzzi	3 dormitorios, terraza, jacuzzi .	3	Real State	11/09/2009
Full	3 dormitorios, terraza, jacuzzi, full acabados.	14	Real State	11/09/2009
Club	Laguna club proyecto de villas.	5	Real State	11/09/2009
Shopping	Costa de Oro, cerca Paseo Shopping .	1	Real State	11/09/2009
Family	4 dormitorios, piscina, family estudio.	1	Real State	11/09/2009

Tennis	Guayaquil tennis , oportunidad vendo departamento.	1	Real State	11/09/2009
Penthouse	Por viaje penthouse .	1	Real State	11/09/2009
E-mail	Informes al e-mail zurc@hotmail.com.	1	Real State	11/09/2009
Full	Chevrolet evolution full equipo.	28	Automobil	11/09/2009
Airbag	Chevrolet Optra 2007, full, airbags .	1	Automobil	11/09/2009
Hardware	Tecnólogo en computación solicito con experiencia en Hardware y software.	1	Job and Services	11/09/2009
Software	Tecnólogo en computación solicito con experiencia en Hardware y software .	1	Job and Services	11/09/2009
Discjokey	Hora loca económica, accesorios, gratis también, discjokeys , shows.	1	Food Services and Social Events	11/09/2009
Hot dog	Hamburgesas, hot dogs .	1	Food Services and Social Events	11/09/2009
Travel	Katherine travel	1	Turism	11/09/2009
Charter	Panama vuelos charter	3	Turism	11/09/2009
Laptop	Laptop \$335 + IVA	5	Productcs	11/09/2009
Jacuzzi	3 dormitorios, terraza, jacuzzi .	1	Real State	11/10/2009
Full	Central suite full amoblado.	3	Real State	11/10/2009

Shopping	Costa de Oro, cerca Paseo Shopping .	1	Real State	11/10/2009
Full	Chevrolet evolution full equipo.	27	Automobil	11/10/2009
Airbag	Chevrolet Optra 2007, full, airbags .	1	Automobil	11/10/2009
Disjockey	Cursos disjockeys locucion.	2	Courses	11/09/2009
Show	Hora loca económica, accesorios, gratis también, discjokeys, shows .	1	Food Services and Social Events	11/09/2009
Disckjokey	Hora loca económica, accesorios, gratis también, discjokeys , shows.	1	Food Services and Social Events	11/10/2009
Laptop	Laptop \$335 + IVA	5	Productcs	11/10/2009
Jacuzzi	4 dormitorios, piscina, jacuzzi .	2	Real State	11/11/2009
Full	Departamento full amoblado.	8	Real State	11/11/2009
Club	En Villa club , vendo una planta.	1	Real State	11/11/2009
Penthouse	Por viaje penthouse con piscina.	1	Real State	11/11/2009
E-mail	Informes al e-mail zurc@hotmail.com.	1	Real State	11/11/2009
Openhouse	Magnifica vista al rio, openhouse .	1	Real State	11/11/2009
Full	Chevrolet evolution full equipo.	32	Automobil	11/11/2009

Hatchback	Chevrolet Corsa, 1 4 hatchback.	1	Automobil	11/11/2009
Discjokey	Animadores, discjokeys , meseros.	3	Job and Services	11/11/2009
E-mail	Envie hoja de vida al e- mail cejelura@gmail.com.	2	Job and Services	11/11/2009
Laptop	laptop \$336 + IVA	6	Productcs	11/11/2009
Jacuzzi	1 dormitorio, totalmente amoblado, jacuzzi.	3	Real State	11/12/2009
Full	Tres dormitorios full servicios.	1	Real State	11/12/2009
Closet	Dos dormitorios, closets , seguridad.	1	Real State	11/12/2009
Club	Guayas club organizacion.	1	Real State	11/12/2009
Tennis	Seguridad privada; piscina, gimnancio, cancha de tennis.	1	Real State	11/12/2009
Full	Chevrolet Spark full equipo.	31	Automobil	11/12/2009
Hatchback	Chevrolet Corsa , 1 4 hatchback	1	Automobil	11/12/2009
E-mail	Envie hoja de vida al e- mail cejelura@gmail.com.	1	Job and Services	11/12/2009
Laptop	Laptop \$336 + IVA	5	Productcs	11/12/2009
Discjokey	Gratis tambien discjokey.	3	Food services and social events	11/12/2009
Show	Iluminacion para	3	Food services and	11/12/2009

	shows.		social events	
Relax	Aromaterapia relax.	1	Beauty Services	11/12/2009
Jacuzzi	3 dormitorios, terraza, jacuzzi.	3	Real State	11/13/2009
Full	Suite Full amoblada.	4	Real State	11/13/2009
Closet	Sala, comedor, lavandería, closets.	2	Real State	11/13/2009
Club	Hermosa casa en Villa club.	4	Real State	11/13/2009
Full	Chevrolet Astra 2002, full	51	Automobil	11/13/2009
Hatchback	Chevrolet Corsa, 1 4 hatchback.	1	Automobil	11/13/2009
Airbag	Mecánico, full, airbags.	4	Automobil	11/13/2009
Laptop	Laptop \$336 + IVA	5	Productos	11/13/2009
Show	Caritas pintadas, títeres, show navideño.	2	Food services and social events	11/13/2009
Discjokey	Discjokey , hora loca, pantalla gigante.	6	Food services and social events	11/13/2009
Penthouse	Oportunidad hermosa casa rentera más solar, 1 penthouse.	1	Real State	11/14/2009
Jacuzzi	3 dormitorios, jacuzzi , full acabados.	6	Real State	11/14/2009
Full	Vendo villa full amoblada.	12	Real State	11/14/2009
Closet	Dos dormitorios, closets , seguridades.	1	Real State	11/14/2009
Club	3 dormitorios, aires, patios, club social.	13	Real State	11/14/2009
Airbag	Chevrolet optra 2007,	4	Automobil	11/14/2009

	mecanico, full, airbags , credito.			
Hatchback	Mazda 3 hatchback 2006.	1	Automobil	11/14/2009
Full	Chevrolet Spark full equipo.	45	Automobil	11/14/2009
E-mail	Envie hoja de vida al e-mail jefaturademarketing@g mail.com.	7	Job and Services	11/14/2009
Laptop	Laptop \$336 + IVA	6	Productcs	11/14/2009
Discjokey	Gratis tambien discjokey	4	Food services and social events	11/14/2009
Show	Tambien Disjockey Show navideno.	1	Food services and social events	11/14/2009
Penthouse	Penthouse con piscina, parqueo.	4	Real State	11/15/2009
Jacuzzi	4 dormitorios, jacuzzi , 2 parqueos.	9	Real State	11/15/2009
Full	Villa Alegria, full servicios.	11	Real State	11/15/2009
Closet	Dos dormitorios, closets , seguridades.	1	Real State	11/15/2009
Club	Villa club 3 dormitorios, una planta, garage.	13	Real State	11/15/2009
Full	Chevrolet Spark full equipo.	62	Automobil	11/15/2009
Airbag	2 airbag japonés	2	Automobil	11/15/2009
E-mail	Envie hoja de vida al e-mail	7	Job and Services	11/15/2009

	jefaturademarketing@g mail.com			
Charter	Charter con zona libre	3	Turism	11/15/2009
Laptop	Laptop \$336 + IVA	6	Productcs	11/15/2009
Discjokey	Gratis tambien discjokey	4	Food services and social events	11/15/2009
Show	Tambien Disjockey Show navideno.	1	Food services and social events	11/15/2009

Author: Sandy Soto

Chart Three

Variable: National Newspaper "El Universo"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Pop	Fanáticos australianaos de la Princesa del pop están enojados. . .	1	Sociales	11/09/2009
Playback	. . .utilizo playback en su reciente show.	1	Sociales	11/09/2009
Show	. . .utilizo playback en su reciente show .	1	Sociales	11/09/2009
Billboard	Encabeza la lista billboard de los Latin Albums.	1	Sociales	11/09/2009
Marketing	Denisse Gutierrez, vicepresidenta de marketing de De Prati.	1	Sociales	11/10/2009
CD	"yo mismo", el nuevo CD de Manuelle.	1	Sociales	11/11/2009

Club	Incorporación en el salón de ingles del club de la Union.	1	Sociales	11/12/2009
Marketing	Maria Jose Aviles, gerente de marketing .	1	Sociales	11/13/2009

Author: Sandy Soto

Chart Four

Variable: National Newspaper "El Universo"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Versus	Revolucion versus Naturaleza	1	Opinion	11/14/2009

Author: Sandy Soto

Chart Five

Variable: National Newspaper "El Universo"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Gol	Creamos situaciones de gol y manejamos bien el balon.	7	Campeonato ecuatoriano	11/09/2009
Challenger	V Challenger de Guayaquil.	2	Polideportivo	11/09/2009
Tenis	Tenis	1	Polideportivo	11/09/2009
Club	. . .Zlatan Ibrahimovic, se lesiono el muslo izquierdo y estará una semana de baja,	1	Futbol Internacional	11/09/2009

	anuncio ayer su club .			
Versus	Emelec versus Espoli	8	Campeonato Ecuatoriano	11/09/2009
Playoff	Ansy Pettie tiene 18 triunfos en playoffs .	1	Polideportivo	11/09/2009
Beisbol	Beisbol	1	Polideportivo	11/09/2009
Hit	Derek Jetter, el lider de hits en los Yankees.	1	beisbol	11/09/2009
Mountain – bike	Version más radical del mountain-bike .	2	Polideportivo	11/09/2009
Box	Toro Salvaje se queja del box .	2	Polideportivo	11/09/2009
Ranking	El serbio (foto), tercero del ranking ATP.	3	Polideportivo	11/10/2009
Club	La estrella estadounidense de los JJ.OO. DE Munich 1972 viene para inagurar la piscina de 50 metros del club .	7	Polideportivo	11/10/2009
Futbol	. . . el club Diana Quintana cuenta con areas de karate, pista atlética, futbol , gimnasio, spa.	1	Polideportivo	11/10/2009
Wild card	Joven tenista ecuatoriano que también lleo al cuadro principal con una wild card .	2	Polideportivo	11/10/2009
Challenger	V challenger de Guayaquil.	5	Polideportivo	11/10/2009
Grand slam	El primer Grand Slam del 2010.	1	Polideportivo	11/10/2009
Tenis	Solo cuando se retiro del tenis y gozo de mas tiempo	2	Polideportivo	11/10/2009

	con su familia.			
Grand Slam	Como podría ser que Chang, de entre todos, podía ganar un Grand Slam .	1	Polideportivo	11/10/2009
Turf	La pasión por el turf surgió por la motivación de su padre.	1	Polideportivo	11/11/2009
Club	“Le pido decencia”, dijo Paz, quien lamento que el presidente de un club se exprese . . .	2	Deportes	11/11/2009
Futbol	El entrenador de la selección argentina de futbol .	4	Deportes	11/11/2009
Básquet	. . . en una nueva jornada del apasionante básquet de las estrellas de la NBA.	1	Deportesxtv	11/11/2009
Master	Se juega la tercera fecha del torneo masters 1.000 de Paris.	2	Deportes	11/11/2009
Cross country	La seleccion de cross country del Azuay gana ocho de las once pruebas.	1	Deportes	11/11/2009
Set	El tenista argentino venció al ecuatoriano Roberto Quiroz en dos sets y paso a la segunda.	6	Contraataque	11/11/2009
Challenger	Zabatela clasifica rapido en challenger .	5	Contraataque	11/11/2009
Tenis	V challenger de tenis de Guayaquil.	3	Contraataque	11/11/2009
Game	A partir del septimo game	2	Contraataque	11/11/2009

	del primer set.			
Net	Al pegar las pelotas a ras de la net que complicaron a chileno.	3	Contraataque	11/11/2009
Ranking	En la tercera ronda, Zabatela, jugador que llego a estar entre los 21 del ranking internacional.	2	Contraataque	11/11/2009
Master	El tricampeon del Masters perisino gano el abierto de Estados Unidos.	2	Polideportivo	11/12/2009
Ranking	El ruso ocupaba el lugar 65 del ranking ATP.	1	Polideportivo	11/12/2009
Tenis	La de un Zar que se negó a que el tenis fuera toda su vida.	4	Polideportivo	11/12/2009
Winner	Con exelentes winner desde la línea de fondo.	1	Polideportivo	11/12/2009
Club	Karting Club Guayaquil	7	Polideportivo	11/12/2009
Karting	El piloto Rafael Peralta se llevo la cuarta valida provincial del karting que se cumplió el sábado pasado.	3	Polideportivo	11/12/2009
Squash	Squash femenino	1	Polideportivo	11/12/2009
Futbol	El brasileño Rodrigo Teixeira no ha sido titular en los últimos juegos del cuadro cuencano, que ayer hizo futbol .	2	Deportes	11/12/2009
Challenger	V challenger de Guayaquil	3	Contraataque	11/12/2009
Set	Julio Silva, no tuvo	2	Contraataque	11/12/2009

	inconvenientes para vencer al austriaco Andreas Haider-Maurer (181) en dos sets de 6-3, 6-2.			
Net	Nico respondió a una bola corta y pese a la buena posición de Souza, este la dejó en la net .	1	Contraataque	11/12/2009
Club	Los miembros del directorio de Barcelona se han sentido afectados por las declaraciones del vicepresidente del club .	2	Deportes	11/13/2009
Futbol	La selección de futbol de Uruguay.	3	Deportes	11/13/2009
Master	Se juegan los cuartos de final del masters 1000 de Paris.	1	Deportes	11/13/2009
Gol	Fred garantiza una victoria mas, marca su noveno gol en nueve partidos.	2	Deportes	11/13/2009
Challenger	V challenger de Guayaquil.	2	Contraataque	11/13/2009
Ranking	En dobles también se reparten 80 puntos para el ranking mundial.	2	Contraataque	11/13/2009
Set	Machado, que remonto las dos veces que estuvo abajo en el marcador en ambos sets , pero no le fue suficiente.	1	Contraataque	11/13/2009
Master	Continúan los juegos por los	2	Deportes	11/14/2009

	cuartos de final del masters 1000 de Paris.			
Challenger	El tenista tricolor disputaba anoche su pase a la final del challenger ante el alemán Poerschke.	3	Deportes	11/14/2009
Feeling	Hoy estuve con mucho feeling con la pelota.	1	Deportes	11/14/2009
Club	Ismael Villalba, delantero argentino de los morlacos, esta feliz por la campana que cumple el club azuayo.	5	Deportes	11/14/2009
Futbol	Ingleses y brasileños, ya clasificados al Mundial de futbol 2010.	3	Deportes	11/14/2009
Beisbol	Mítico narrador de los Dodgers vuelve luego de cinco anos; hoy hara donación a escuela de beisbol .	7	Contraataque	11/14/2009
Marketing	Media Pro, compañía española que asesorara al club canario en temas administrativos de futbol y marketing .	1	Contraataque	11/14/2009
Master	A la final del Masters de Paris	2	Deportes	11/15/2009
Club	Karla Manzo, de Delfines, entrego la única presea dorada a su club al ganar los 100 m pecho.	2	Deportes	11/15/2009

Gol	Con un gol de cabeza de cabeza de Rory Fallon.	6	Deportes	11/15/2009
Futbol	Con un gol de cabeza de cabeza de Rory Fallon, el equipo de futbol de Nueva.	4	Deportes	11/15/2009
Beisbol	El artefacto fue traído como parte de una donación para la escuela de beisbol de El Recreo.	6	Deportes	11/15/2009

Author: Sandy Soto

Chart Six

Variable: Local Newspaper "El Nacional"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
E-mail	El embajador libio en Nicaragua depues de recibir dichas muestras le entrego su tarjeta con su e-mail y teléfonos para que lo contacten. . .	1	Local	11/09/2009
Show	Baile de Integracion Show artístico.	1	Mortuorios	11/09/2009
Clip	Serán parte de los videos clip que se graba.	1	Espectáculo	11/09/2009
Show	El bolero antillano sigue en el show de Fabian Antonio.	1	Espectáculo	11/09/2009

Gay	50.000 en las calles piden matrimonio gay .	1	Internacional	11/10/2009
Club	Nuevo presidente del Club Social Pasaje	2	Social	11/10/2009
Baby doll	Baby dolls lujoriosos	1	Social	11/10/2009
Sexy	Tierna, sexy , cómoda	1	Social	11/10/2009
Club	El Club Ecológico Leovildense	1	Escolar	11/10/2009
Light	Tomar una bebida light fria con limon.	1	Social	11/11/2009
Shock	Manejo activo del shock hipovolemico y otros.	1	Medica	11/11/2009
Club	Club Social Arenillas	1	Escolar	11/11/2009
Miss	Miss Coalición Latinoamericana Internacional.	1	Miscelánea	11/13/2009
Master	Master en Ciencias de la Comunicación	1	Miscelánea	11/13/2009
Ranking	Primera posición del ranking	1	Miscelánea	11/13/2009
Web	En su pagina web	1	Miscelánea	11/13/2009
Marketing	Irene Sanchez, Jefa del Area de marketing .	1	Miscelánea	11/14/2009
Body	Body print o cuerpos desnudos.	2	Miscelánea	11/14/2009
Relax	Compartieron un momento de relax .	1	Miscelánea	11/14/2009
Switch	En el switch del vehiculo.	1	Crónica	11/14/2009
Golf	Arrollo con un carro de golf a Nicolas.	1	Miscelánea	11/15/2009
CD	Los comerciantes que se	1	Cantonal	11/15/2009

	dedican a la venta de CD .			
Club	Los socios que hacemos este club .	2	Miscelánea	11/15/2009
Marketing	Se especializo en gestión de empresas y marketing .	1	Social	11/15/2009
Opening	Canal 8, en el que estará presente para el opening , el Estudio de Jotty Borja.	2	Espectáculo	11/15/2009
Clip	Marel prepara su video clip .	2	Espectáculo	11/15/2009

Author: Sandy Soto

Chart Seven

Variable: Local Newspaper "El Nacional"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date
Party	Botox party	1	Beauty Services	11/09/2009
Master	Master en cirugía plástica.	1	Medical Services	11/09/2009
E-mail	E-mail: tiagoplastica@yahoo.com	3	Medical Services	11/09/2009
Full	Dormitorios con acabados de primera full comodis.	1	Real State	11/09/2009
Jacuzzi	Sauna, jacuzzi , parque comunitario.	1	Real State	11/09/2009
Bar	Se vende Vaqueros Bar	1	Real State	11/09/2009
Full	Doble cabina ano 2002, nuevita, un solo dueño,	8	Automobile	11/09/2009

	full.			
CD	c/ aire acondicionado, CD , no intermediarios.	2	Automobile	11/09/2009
Ok	Color rojo, motor ok , palcas del Guayas.	2	Automobile	11/09/2009
Flash	Línea de taxi flash ejecutivo.	1	Automobile	11/09/2009
Bar	Se necesitan srtas. Bonitos para atender bar .	5	Job and Services	11/09/2009
Club	Venda ropa por catalogo: Greco, Kids Club .	3	Job and Services	11/09/2009
Record	Traer documentos en regla: Record policial.	3	Job and Services	11/09/2009
Box	Técnicos de box y técnicos en refrigeración de contenedores.	1	Job and Services	11/09/2009
Chip	Clonación de chips .	3	Job and Services	11/09/2009
E-mail	Claves de e-mail	2	Job and Services	11/09/2009
Laptop	Se remata 1 laptop	2	Products	11/09/2009
Stock	Hasta agotar stock .	1	Products	11/09/2009
Chip	Chip franquiciado pago por consumo.	2	Products	11/09/2009
Memory card	Memory card	1	Products	11/09/2009
Power	Vendo Emac power PC	1	Products	11/09/2009
Router	1 router	1	Products	11/09/2009
Game	Electronic game	1	Products	11/09/2009
Dance	Axucar dance	1	Courses	11/09/2009
Body	Esthetic body line	1	Courses	11/09/2009

Glitter	Maquillaje glitter	1	Courses	11/09/2009
Smock eyes	Maquillaje smock eyes	1	Courses	11/09/2009
High light	Mechas high light	1	Courses	11/09/2009
Fashion	Fashion hair desgrafileados y otros.	1	Courses	11/09/2009
Staff	Requiere incorporar a su staff academico.	1	Job and Services	11/10/2009
Jacuzzi	Seguridad 24 horas, sauna, jacuzzi , parque comunitario.	1	Real State	11/10/2009
Bar	Se arrienda Bar	1	Real State	11/10/2009
Full	Rodeo del 98 4 cilindros, full equipo.	7	Automobile	11/10/2009
CD	En exelente estado, radio CD .	4	Automobile	11/10/2009
Okey	Todo okey , matricula del ano.	1	Automobile	11/10/2009
Bar	Se necesita señoritas bonitas para bar .	6	Job and Services	11/10/2009
Club	Vendo ropa por catalogo: Graco, Kids Club	2	Job and Services	11/10/2009
Word	Urgente secretaria Conocer: Word , Excel	1	Job and Services	11/10/2009
Excel	Urgente secretaria Conocer: Word, Excel	1	Job and Services	11/10/2009
Marketing	Carreras: marketing , economía, administracion.	1	Job and Services	11/10/2009
E-mail	Enviar C/V al e-mail agroindustriavacante@g	1	Job and Services	11/10/2009

	mail.com			
Chip	Clonaciones de chip	2	Job and Services	11/10/2009
Laptop	Laptop de paquete	1	Products	11/10/2009
Stock	Los precios son solo hasta agotar stock .	2	Products	11/10/2009
Chip	Chip incluido	4	Products	11/10/2009
Mobile	Nuevo TV mobile	1	Products	11/10/2009
Made	Secadora de ropa G.EV Made in Canada.	1	Products	11/10/2009
Switch	1 switch	1	Products	11/10/2009
Router	1 router	1	Products	11/10/2009
Counter	Counter (caja) y escritorios de madera.	1	Products	11/10/2009
Game	Electronic Game	1	Products	11/10/2009
Snack	Snack Bar	1	Food Services and Social Events	11/10/2009
Bar	Snack Bar	1	Food Services and Social Events	11/10/2009
Hot-dog	Hamburguesas, hot-dog , jugos y colas.	1	Food Services and Social Events	11/10/2009
Dance	Axucar dance	1	Courses	11/10/2009
Body	Esthetic body line	1	Courses	11/10/2009
Staff	Requiere incorporar a su staff académico.	1	Job and Services	11/11/2009
Bar	Se necesita señoritas para bar .	4	Job and Services	11/11/2009
Marketing	Carreras: marketing , economía, administracion.	1	Job and Services	11/11/2009
E-mail	Enviar C/V al e-mail : agroindustriavacante@g	1	Job and Services	11/11/2009

	mail.com			
Chip	Clonaciones de chip	1	Job and Services	11/11/2009
Closet	4 dormitorios con baño, closet , lavandería.	1	Real State	11/11/2009
Jacuzzi	Seguridad 24 horas, sauna, jacuzzi .	1	Real State	11/11/2009
Bar	Arriendo Bar	3	Real State	11/11/2009
CD	Latería en excelente estado, radio CD .	3	Automobile	11/11/2009
Hot-dog	Carreta de comida rápida para hamburguesas, hot-dog .	1	Automobile	11/11/2009
Okey	96.000 kms, todo okey , matriculada del año.	1	Automobile	11/11/2009
Full	Rodeo del 98 4 cilindros, full equipo.	6	Automobile	11/11/2009
Stock	Los precios son solo hasta agotar stock .	2	Products	11/11/2009
Chip	Chip incluido	5	Products	11/11/2009
Mobile	Nuevo TV mobile	1	Products	11/11/2009
Game	Electronic Game	1	Products	11/11/2009
E-mail	e-mail: mejorcompra@hotmail.com	3	Products	11/11/2009
Closet	4 dormitorios con baño, closet , lavandería.	1	Real State	11/12/2009
Jacuzzi	Sauna, jacuzzi , parqueo comunitario.	1	Real State	11/12/2009
Bar	Arriendo Bar	2	Real State	11/12/2009
CD	Radio, CD	3	Automobile	11/12/2009

Hot-dog	Carreta de comida rápida para hamburguesas, hot-dog.	1	Automobile	11/12/2009
Okey	96.000 kms, todo okey , matriculada del ano.	1	Automobile	11/12/2009
Full	Rodeo del 98 4 cilindros, full equipo.	6	Automobile	11/12/2009
Bar	Se necesita señoritas para atender bar.	4	Job and Services	11/12/2009
Marketing	Carreras: marketing	1	Job and Services	11/12/2009
E-mail	Enviar C/V al e-mail: agroindustriavacante@gmail.com	4	Job and Services	11/12/2009
Chip	Clonaciones de chip	3	Job and Services	11/12/2009
Express	Cayro express servicio motorizado.	1	Job and Services	11/12/2009
Snack	Snack Bar	1	Food Services and Social Events	11/12/2009
Bar	Snack Bar	1	Food Services and Social Events	11/12/2009
Hot-dog	Hamburguesas, hot-dog , jugos y colas.	1	Food Services and Social Events	11/12/2009
Laptop	Vendo 1 laptop	1	Products	11/12/2009
Stock	Los precios son solo hasta agotar stock.	1	Products	11/12/2009
Chip	Chip incluido	3	Products	11/12/2009
Game	Electronic Game	1	Products	11/12/2009
Party	Botox party	1	Beauty Services	11/13/2009
Master	Master en cirugía	1	Medical Services	11/13/2009

	plástica.			
E-mail	E-mail: thiagoplastica@hotmail.com	3	Medical Services	11/13/2009
Jacuzzi	Sauna, jacuzzi , parqueo comunitario.	1	Real State	11/13/2009
Closet	3 dormitorios con baño, closet.	1	Real State	11/13/2009
CD	Latería en exelente estado, radio CD.	2	Automobile	11/13/2009
Hot-dog	Carreta de comida rápida para hamburguesas, hot- dog.	1	Automobile	11/13/2009
Okey	96.000 kms, todo okey , matricula del ano.	1	Automobile	11/13/2009
Full	5 puertas, ano 2005, full equipo.	7	Automobile	11/13/2009
Airbag	Vidrios electricos, airbag , bloqueo central.	2	Automobile	11/13/2009
Bar	Se necesita señoritas para atender bar.	4	Job and Services	11/13/2009
Marketing	Carreras: marketing , economía, administracion.	1	Job and Services	11/13/2009
Chip	Clonaciones de chip	3	Job and Services	11/13/2009
Express	Cayro express	1	Job and Services	11/13/2009
Hot - dog	Se necesita una persona que sepa preparar hot-dog	1	Job and Services	11/13/2009
Stock	Nuevo stock de	2	Products	11/13/2009

	juguetes			
Laptop	Laptops de paquete	1	Products	11/13/2009
Chip	Chip incluido	2	Products	11/13/2009
Mobile	Nuevo TV mobile	1	Products	11/13/2009
Game	Electronic Game	1	Products	11/13/2009
E-mail	e-mail: mejorcompra@hotmail.com	2	Products	11/13/2009
Jacuzzi	Sauna, jacuzzi , parqueo comunitario.	1	Real State	11/14/2009
Closet	4 dormitorios con baño, closet.	1	Real State	11/14/2009
Bar	Se vende Bar	3	Real State	11/14/2009
CD	Latería en exelente estado, radio, CD	1	Automobile	11/14/2009
Okey	96.000 kms, todo okey matriculada del ano.	1	Automobile	11/14/2009
Full	Doble cabina ano 2002, nuevita un solo dueño, full.	8	Automobile	11/14/2009
Airbag	Full equipo, a/c airbag.	2	Automobile	11/14/2009
Bar	Se necesita señoritas para atender bar.	3	Job and Services	11/14/2009
Chip	Clonaciones de chip	4	Job and Services	11/14/2009
Express	Cayro express	1	Job and Services	11/14/2009
Hot – dog	Se necesita una persona que sepa preparar hamburguesas y hot- dog.	1	Job and Services	11/14/2009

Stock	Nuevo stock de juguetes	1	Products	11/14/2009
Laptop	Laptops de paquete	1	Products	11/14/2009
Chip	Chip incluido	3	Products	11/14/2009
Mobile	Nuevo TV mobile	1	Products	11/14/2009
Game	Electronic Game	1	Products	11/14/2009
Snack	Snack Bar	1	Food Services and Social Events	11/14/2009
Bar	Snack Bar	1	Food Services and Social Events	11/14/2009
Hot-dog	Hot-dog , jugos	1	Food Services and Social Events	11/14/2009
Full	Se venden tres solares juntos a una cuadra del nuevo bananero con cerramiento y full relleno.	1	Real State	11/15/2009
Jacuzzi	Sauna, jacuzzi , parqueo comunitario.	1	Real State	11/15/2009
Closet	4 dormitorios, baño, closet .	1	Real State	11/15/2009
Bar	Se vende Bar	3	Real State	11/15/2009
CD	Ano 89, flamante radio CD .	1	Automobile	11/15/2009
Okey	96.000 kms, todo okey	1	Automobile	11/15/2009
Full	5 puertas full , blanco.	7	Automobile	11/15/2009
Airbag	Full equipo, A/c airbag	2	Automobile	11/15/2009
Bar	Se necesita señoritas para atender bar .	3	Job and Services	11/15/2009
Express	Cayro express	2	Job and Services	11/15/2009

Flash	Taxi Flash	1	Job and Services	11/15/2009
Stock	Nuevo stock de juguetes	3	Products	11/15/2009
Laptop	Laptops de paquete	1	Products	11/15/2009
Chip	Chip incluido	3	Products	11/15/2009
Mobile	Nuevo TV mobile	1	Products	11/15/2009

Author: Sandy Soto

Chart Eight

Variable: Local Newspaper "El Nacional"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Bar	Hydra Cafe Bar	2	Cocktail	11/12/2009
Bye	Contactanos; bye	1	Cocktail	11/12/2009
E-mail	E-mail: cocktailjueves@hotmail.com	1	Cocktail	11/12/2009
Baby shower	Una linda toma en el baby shower de Mayra Carvajal.	1	Cocktail	11/12/2009
E-mail	E-mail: cocktailjueves@hotmail.com	1	Cocktail	11/15/2009
Baby shower	Loly de Zambrano para pasar agradables momentos en una tarde llena de juegos por	1	Cocktail	11/15/2009

	motivo de su baby shower .			
Show	El show de Patito Feo	1	Cocktail	11/15/2009

Author: Sandy Soto

Chart Nine

Variable: Local Newspaper "El Nacional"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Stock	Nadie ha tenido stock suficiente y han tenido que pedirlos a Guayaquil.	1	Opinión	11/14/2009

Author: Sandy Soto

Chart Ten

Variable: Local Newspaper "El Nacional"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Futbol	Fue una verdadera fiesta de despedida de futbol .	7	Deportivo	11/09/2009
Basquetbol	Kimberley Vera Granda de reconocida valia en el basquetbol .	2	Deportivo	11/09/2009
Gol	Emelec logra un gol después	10	Deportivo	11/09/2009

	de 390 minutos.			
Box	Futbol, box , tenis	1	Deportivo	11/09/2009
Tenis	Futbol, box, tenis	1	Deportivo	11/09/2009
Crack	Que fácil es ser pediodista! Dijera en alguna ocasión algún crack del futbol.	1	Deportivo	11/09/2009
Club	El club brasileño retorna a libertadores.	6	Deportivo	11/09/2009
Challenger	V Challenger	2	Deportivo	11/09/2009
Single	. . . ostenta dos medallas de oro olímpicas ganadas en los JJ.OO de Atenas 2004, donde se corono en singles .	1	Deportivo	11/09/2009
Ranking	Para el ranking ATP	1	Deportivo	11/09/2009
Grand Slam	Primer Grand Slam de la temporada 2010.	1	Deportivo	11/09/2009
Futbol	. . . algunas de sus palabras estarían dirigidas a ex árbitros de futbol .	3	Deportivo	11/10/2009
Box	Futbol, box , tenis	1	Deportivo	11/10/2009
Tenis	Futbol, box, tenis	1	Deportivo	11/10/2009
Básquet	Seleccionada nacional de básquet .	2	Deportivo	11/10/2009
Gol	Benitez pesco un rebote dentro del area, si doble cabezazo es gol , más aun un triple golpe.	1	Deportivo	11/10/2009
Club	Club Birmingham City	2	Deportivo	11/10/2009
Futbol	Empezaron a moverse los jugadores del plantel y hasta hicieron un poco de futbol .	2	Deportivo	11/10/2009

Box	Futbol, box , tenis	1	Deportivo	11/11/2009
Tenis	Futbol, box, tenis	2	Deportivo	11/11/2009
Open	Open internacional de micritenis.	2	Deportivo	11/11/2009
Champions	En la champions no se siente el equipo que supere la contundencia del hasta hace poco imparable en gol.	1	Deportivo	11/11/2009
Gol	El equipo de Alex Fergusson va tercero en la Premier Liga su estructura empieza a resentirse y es evidente que le falta un gol .	5	Deportivo	11/11/2009
Master	Categoría master	1	Deportivo	11/11/2009
Club	Al caer la tarde, hubo alegría, hubo fiesta, el triunfo para el club del barrio los Sauces.	2	Deportivo	11/11/2009
Futbol	La comisión de futbol del club.	2	Deportivo	11/12/2009
Box	Futbol, box , tenis	1	Deportivo	11/12/2009
Tenis	Futbol, box, tenis	2	Deportivo	11/12/2009
Club	La comisión de futbol del club .	5	Deportivo	11/12/2009
Básquet	Engels Tenorio esta convencido de que en Guayas, el trabajo de los dirigentes es deficiente, no solo en basquet .	1	Deportivo	11/12/2009
Master	Mostro se deseo de seguir vinculado al tenis, con 15	1	Deportivo	11/12/2009

	masters series en sus palmares.			
Futbol	Una gloria del futbol argentino.	4	Deportivo	11/13/2009
Box	Futbol, box , tenis	1	Deportivo	11/13/2009
Tenis	Futbol, box, tenis	1	Deportivo	11/13/2009
Gol	En 9 partidos jugados, entre la Copa Sudamericana y el torneo brasileño lleva 9 goles , un gol por partido.	5	Deportivo	11/13/2009
Crack	El crack de Milan	2	Deportivo	11/13/2009
Club	Asistieron deportistas de 2 clubes de Loja, 1 club de Canar.	4	Deportivo	11/13/2009
Futbol	Simbolos de equipo memorables que llenaron de futbol las canchas de America.	5	Deportivo	11/14/2009
Box	Futbol, box , tenis	1	Deportivo	11/14/2009
Tenis	Futbol, box, tenis	1	Deportivo	11/14/2009
Gol	Luciano Dos Santos atajo dos penales y ejecuto uno que fue gol .	1	Deportivo	11/14/2009
Club	Museo del club	2	Deportivo	11/14/2009
Crack	Un ex crack	1	Deportivo	11/14/2009
Back	Este cuarto back estuvo en Emelec.	2	Deportivo	11/14/2009
Ranking	34 lugar en el ranking de la FIFA.	1	Deportivo	11/14/2009
Club	Centrocampista del club	4	Deportivo	11/15/2009

	ingles			
Futbol	Copa Mundial de futbol Surafrica 2010	5	Deportivo	11/15/2009
Gol	El gol se produjo en el minuto 72 del partido.	8	Deportivo	11/15/2009
Basquetbol	Listo para jugar los partidos de basquetbol .	1	Deportivo	11/15/2009

Author: Sandy Soto

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Miss	Miss Mundo America	2	Provincias	11/09/2009
Gay	Asesinan a gay que era Miss Mundo America.	4	Provincias	11/09/2009
Show	En este show Perales recordó sus anos de juventud.	4	Farándula	11/09/2009
Show	Un show inigualable.	3	Especial	11/10/2009
Sexy	El segmento de la chica sexy .	1	Especial	11/10/2009
Standby	El famoso sistema standby .	1	Especial	11/10/2009
Jeans	Jeans y zapatos negros	1	Provincias	11/11/2009
Miss	Miss Turismo Latino	6	Farándula	11/11/2009
Club	Rotary Club	5	Especial	11/12/2009
Full	Un comerciante	1	Especial	11/13/2009

	guayaquileño trabaja a full .			
Stock	Fue quien compro el último equipo que Floreano tenia en stock .	1	Especial	11/13/2009
CD	Raul tiene un pequeño kiosco de venta de CDs .	1	Especial	11/13/2009
Swinger	Parejas swinger	8	Quito	11/13/2009
Casting	Estefania vio un casting que realizamos hace tres anos.	1	Farándula	11/13/2009
Look	Buscaban una joven con look latino y exotico.	1	Farandula	11/13/2009
Miss	Miss Turismo	1	Farándula	11/13/2009
CD	Reproductor de CD	1	Especial	11/14/2009
Web	Un video aparece en un sitio web .	1	Farandula	11/15/2009
Miss	Miss Turismo Latino	17	Farándula	11/14/2009
Show	El show será en Amnesia.	1	Farándula	11/14/2009
Opening	Traje de opening	1	Farándula	11/14/2009

Author: Sandy Soto

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date
Full	4x4 automática full .	2	Automobile	11/09/2009
Sex	Sex Shop	1	Sexual Services	11/09/2009
Spray	Spray prolongadores	2	Sexual Services	11/09/2009

Sexy	Sexy chat	2	Sexual Services	11/09/2009
Chat	Sexy chat	2	Sexual Services	11/09/2009
High class	High Class servicio de compañía	1	Sexual Services	11/09/2009
Gay	Videos gay	1	Sexual Services	11/09/2009
Jacuzzi	5 dormitorios, jacuzzi , piscina.	1	Real State	11/10/2009
Full	Chevrolet Spark 2007 y 2009; full equipo.	8	Automobile	11/10/2009
Laptop	Laptop HP	5	Products	11/10/2009
Sex	Sex Shop	1	Sexual Services	11/10/2009
Spray	Tabletas, sprays , cremas retardantes.	1	Sexual Services	11/10/2009
Gay	Videos gay	1	Sexual Services	11/10/2009
Sexy	Sexy tienda	1	Sexual Services	11/10/2009
Chat	Chat en vivo	1	Sexual Services	11/10/2009
Hot	Hot	2	Sexual Services	11/10/2009
Full	Mitsubishi Lancer 2002, full equipo.	5	Automobile	11/11/2009
Laptop	Laptop Toshiba	4	Products	11/11/2009
Chip	Celular con TV doble chip	1	Products	11/11/2009
Sex	Sex Shop	1	Sexual Services	11/11/2009
Spray	Tabletas, sprays , cremas retardantes.	1	Sexual Services	11/11/2009
Gay	Videos gay	1	Sexual Services	11/11/2009
Sexy	Mara chilena rubia, sexy , masaje relajante.	1	Sexual Services	11/11/2009
Chat	Chat en vivo	2	Sexual Services	11/11/2009
Hot	Hot	3	Sexual Services	11/11/2009
Full	Chevrolet Rodeo 2000	2	Automobile	11/12/2009

	4x4 full			
Laptop	Laptop Toshiba	5	Products	11/12/2009
Sex	Sex Shop	1	Sexual Services	11/12/2009
Spray	Tabletas, spray , cremas retardantes.	1	Sexual Services	11/12/2009
Gay	Videos gay	1	Sexual Services	11/12/2009
Sexy	Sexy tienda	2	Sexual Services	11/12/2009
Chat	Chat en vivo	1	Sexual Services	11/12/2009
Hot	Hot	3	Sexual Services	11/12/2009
Full	Full potencia	1	Sexual Services	11/12/2009
Night Club	Night Club	1	Sexual Services	11/12/2009
Full	Toyota Tercel 1995 mecanico, full , flamante.	3	Automobile	11/13/2009
Laptop	Laptop Toshiba	4	Products	11/13/2009
Sex	Sex Shop	1	Sexual Services	11/13/2009
Spray	Tabletas, sprays , cremas retardantes.	1	Sexual Services	11/13/2009
Gay	Videos gay	1	Sexual Services	11/13/2009
Sexy	Sexy tienda	2	Sexual Services	11/13/2009
Hot	Hot	3	Sexual Services	11/13/2009
Full	4 dormitorios full	1	Real State	11/14/2009
Full	Chevrolet Optra 2007 y 2006 full equipo.g	5	Automobile	11/14/2009
Laptop	Laptop Toshiba	4	Products	11/14/2009
Smoking	Cortes, smoking	1	Products	11/14/2009
Peeling	Peeling facial	1	Beauty Services	11/14/2009
Sex	Sex Shop	1	Sexual Services	11/14/2009
Spray	Tabletas, spray	1	Sexual Services	11/14/2009
Gay	Videos gay	1	Sexual Services	11/14/2009
Sexy	Sexy tienda	2	Sexual Services	11/14/2009

Hot	Hot	3	Sexual Services	11/14/2009
Full	4 dormitorios full	1	Real State	11/15/2009
Full	Como nuevo full equipo.	4	Automobile	11/15/2009
Laptop	Laptop Toshiba	4	Products	11/15/2009
Sexy	Sexy chat	1	Sexual Services	11/15/2009
Chat	Sexy chat	1	Sexual Services	11/15/2009
Hot	Hot	3	Sexual Services	11/15/2009

Author: Sandy Soto

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
-	-	-	-	-

Author: Sandy Soto

Chart Fourteen

Variable: Tabloid "El Extra"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Show	El show de Jose Luis Perales	1	Opinión	11/11/2009

Author: Sandy Soto

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
Club	Club Don Café	1	Deportes	11/09/2009
Gol	Jasson Zambrano y Joao Rojas anhelaban conseguir un gol .	6	Deportes	11/09/2009
Futbol	Espera llegar el futbol de primera.	2	Deportes	11/09/2009
Club	Un club argentino	2	Deportes	11/10/2009
Blog	Lo del blog tan solo fue novelería del momento.	1	Deportes	11/10/2009
Futbol	En el grupo B del Campeonato nacional de futbol .	2	Deportes	11/10/2009
Gol	La sombra Espinoza convirtió su primer gol .	2	Deportes	11/10/2009
Gol	. . . no lo hacia desde el 1 de octubre, para convertir un gol .	5	Deportes	11/11/2009
Club	Aliviar la economía del club torero.	2	Deportes	11/11/2009
Club	Futbol club	1	Deportes	11/12/2009
Futbol	. . . al no seguir en el futbol profesional.	1	Deportes	11/12/2009
Gol	El gol ecuatoriano lo alcanzo	3	Deportes	11/12/2009

	a los 2 minutos.			
Club	Club Sport Emelec	3	Deportes	11/13/2009
Gol	El segundo gol estuvo cerca.	4	Deportes	11/13/2009
Club	Sporting Club	2	Deportes	11/14/2009
Stud	El favorito de la catedra es Secretario, del stud Curicó.	1	Deportes	11/14/2009
Club	Gestión del club	3	Deportes	11/15/2009
Gol	Con golpe de cabeza empujo el esférico para marcar el segundo gol .	4	Deportes	11/15/2009

Author: Sandy Soto

QUANTITATIVE TABULATION

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	f	%
Anglicisms	News	39	41%
	Ads	22	23%
	Social Pages	7	8%
	Sports	26	27%
	Reports	1	1%
	Total	96	100%

Author: Sandy Soto

Chart Seventeen

Variable: Local Newspaper “El Nacional”

	Section	f	%
Anglicisms	News	20	25%
	Ads	38	47%
	Social Pages	5	6%
	Sports	17	21%
	Reports	1	1%
	Total	81	100%

Author: Sandy Soto

Chart Eighteen

Variable: Tabloid “El Extra”

	Section	f	%
Anglicisms	News	15	43%
	Ads	14	40%
	Social Pages	0	0%
	Sports	5	14%
	Reports	1	3%
	Total	35	100%

Author: Sandy Soto

The Most Frequent Anglicisms

Chart Nineteen

Anglicisms	Word Repetition Number
Full	413
Club	122
Laptop	72
Gol	70
Miss	53
Bar	51
Futbol	50
E-mail	42
Chip	39
Jacuzzi	35
Show	25
CD	24
Discjokey	24
Challenger	22
Tennis	20
Airbag	18

Hot	17
Rock	17
Web	16
Stock	15
Master	14
Beisbol	14
Sexy	13
Gay	11
Ranking	11
Marketing	11
Hotdog	10
Closet	10
Game	10
Box	9
Versus	9
Ok	8
Swinger	8
Link	7
Express	7
Penthouse	7
Spray	7
Chat	7
Set	7
Charter	6
Sex	6
Mobile	5
Pop	4
Opening	4
Shopping	4
Body	4
Hatchback	4
Net	4
Crack	4

People	3
Staff	3
Clip	3
Record	3
Snack	3
Grand Slam	3
Karting	3
Nightclub	2
Look	2
Word	2
Hit	2
Made	2
Casting	2
Relax	2
Switch	2
Party	2
Flash	2
Router	2
Dance	2
Baby shower	2
Mountain-bike	2
Wild card	2
Open	2
Back	2
Power point	1
Spot	1
Offset	1
Stand	1
Medley	1
Speed	1
Punk	1
Trash	1
Performance	1

Fitness	1
Kickboxing	1
Clown	1
Shot	1
Baby doll	1
Light	1
Shock	1
Golf	1
Standby	1
Jeans	1
Family	1
Hardware	1
Software	1
Travel	1
Openhouse	1
Memory card	1
Power	1
Glitter	1
Smock eyes	1
High light	1
Fashion	1
Excel	1
Counter	1
High class	1
Smoking	1
Peeling	1
Playback	1
Billboard	1
Bye	1
Playoff	1
Turf	1
Básquet	1
Cross country	1

Winner	1
Squash	1
Feeling	1
Singles	1
Champions	1
Blog	1
Stud	1
TOTAL	122

Author: Sandy Soto

DISCUSSION

This section contains the Theoretical Background of this research which provides the scientific data needed in order to understand the information given in the second part of this section which is the Description and Analysis of Results whose content contains a Linguistic, Comparative and Sociological Analysis of the data collected according to the variables and sub variables chosen for the field investigation. Additionally, it contains the most relevant conclusions gotten in this field research. Now, let's review the first part of this section.

Theoretical Background

Languages change as our communication needs grow, responding to changes in a world which moves faster day by day. The political, economic and technological developments seen in the past few decades have been the origin for the enhancing influence of English on the languages of the world, a clear example of the

influence of this language is the one seen in the use of Anglicisms in Ecuadorian Newspapers which has been the motivation and the focus for conducting this research as well as for identifying the factors that influence the use of these anglicisms and become aware of the unnecessary utilization of them.

In order to have a deep understanding of the issues studied here it is important that you have a clear idea of the different concepts and definitions for the terms that have been used throughout this investigation, for that reason I invite you to firstly read the information contained in this section, information that has been obtained through a careful scientific study which makes it to be of relevant importance to analyze before continuing reading the rest of the present research.

Language

Language is actually the origin and what distinguishes and helps to survive any culture, society or community in the world. Burneo (2007), UniXL Education and Career Information Portal (2010) as well as TheFreeDictionary (2010), define language as a system of communication by which humans express feelings, thoughts or ideas. However, Michael Dobrovlsky and William O’Gready cited by Burneo (2007) go a little further in their explanation; they define language as a “factor of nation building” and all what concerns to cultures, for example: literature, customs, laws,

traditions, beliefs, and myths continue their chain generation by generation thanks to language.

In brief, language is an abstract phenomenon and the most important mean of communication that moves the world and its peoples.

Linguistics

Linguistics is the study of the nature of human languages. According to De Saussure cited by Burneo (2007), “linguistics is also the study of the manifestations of language and the social and cultural influences that shape its development”.

Burneo (2007) also states that linguistics encompasses a wide field which focuses different subject matters such as: social context and its relation with language as well as word’s formation, sounds, structures and meanings. This discipline covers several areas of study; all of which are interdependent, but at the same time, they can be differentiated because each one concentrates on a specific aspect of language. For directoryM (2010), these areas are: Evolutionary linguistics (area which deals with the explanation of language origin), Historical linguistics (which studies the changes in language), and Sociolinguistics (area concerned with the explanation of social structures and variation in linguistics linking, that is, the function of language in society according to the situation, purposes and places being used).

An additional division of the fields of the study of linguistics is the one given by Wikipedia (2010) which also considers as fields of linguistics study the following: Theoretical linguistics (area that searches an explanation about the properties of languages and their similarity) and Applied linguistics (which “identifies, investigates and offers solutions to language related real-life problems”).

Moreover, directoryM (2010) identifies many modern fields like psychology, informatics, acoustics, biology, neuroscience, human anatomy, sociology, computer science, and anthropology, under the study of linguistics.

In conclusion, linguistics is the discipline that studies the language in all senses and therefore, it plays a very important role in the understanding and evolution of everything that is related to the existing cultures in the world.

Branches of Linguistics

As already stated above, linguistics encompasses a broad field of study. Among the areas, focus in the field of linguistics, are:

Morphology

As stated by Wikipedia (2010), this branch of linguistics studies the internal structure of words as well as the way they can be changed. To add a more specific definition let’s see what Burneo (2007) states about morphology; for her, the roll of morphology is to identify, analyze, combine, and describe morphemes (elemental words

or parts of a word that have a meaning) by the use of a set of word formation principles; these principles focus on the formation of words phonological and morphologically.

The morphological structure, as Burneo (2007) states, is related to the different combinations of morphemes that can be possible to use in order to create or compose a word, for example: suffixes, prefixes and roots. Additionally, it is important to know that no all words can be combined with other morpheme (prefix, suffix or root), for example words like “dog, red, rich” belong to a group of words that consist of only one morpheme. On the other hand, some complex words (called like this for the additional morphemes contained) such as keeper, impossible, unable, weaken, are made by adding prefixes or suffixes.

Summing up, morphology covers everything related to the internal structure of words, that is, the analysis of words in order to make a right combination of morphemes.

Semantics

WikipediA (2010) defines Semantics as “the intensive meaning in words and sentences”. However, Burneo (2007, p. 9) goes further in her explanation. For her, “it studies the signs, symbols and structures of meaning” therefore, semantics studies the syntactic and morphological meaning of units like “morphemes, words, phrases, clauses, sentences, and any piece of discourse”.

Meaning of words, phrases, etc can be identified as two kinds: connotation or speaker's meaning (which is the meaning words express through the speaker's tone of voice for example) and denotation or dictionary meaning (which is the meaning of words semantically).

Syntax

To knowledgerush (2009) and Burneo (2007), Syntax deals a set of rules and principles that make possible the joining of different categories of words such as "nouns, adjectives, verbs" to make up meaningful pieces of discourse such as phrases, clauses or sentences. Consequently, every existing word form part of a hierarchical structure, in other words, small units (words) interrelate in order to make up a principal sentence with semantic meaning.

Syntactically, every small unit in a sentence must have a correct order and agreement among them, so that the sentence itself expresses meaning. For instance: for a sentence to have meaning and to be considered so, it must have a subject and a predicate, in addition, only a noun phrase can be in subject position and only a verb heads a predicate. Another example would be the location of adjectives before nouns and not after them as in Spanish.

Clearly, syntax is the branch of linguistics concerned with the rules and principles that govern language.

Pragmatics

According to Burneo (2007), the use of language in communication as well as the analysis of utterances and the context (linguistic or social) in which they occur and how it affects the speaker's meaning or the interpretation of the utterance itself is under the study of pragmatics.

Phonology

For Roach (2000), phonology is the study of the function of the phonemes relationship. However, Espinoza (2007) defines phonology as a science that “studies the speech sounds in general according to their production, composition, distribution and function within the language”, Burneo (2007) agrees with this definition thus, she adds that phonemics (“study of the sound system”) and phonetics (“study of particular speech sounds from their articulatory, acoustics and auditory forms”) are the two approaches under which phonology can be studied.

Morphological Procedures

The concepts of morphology studied above are of main importance for the understanding of this section since it will deal with the morphological procedures (derivation, composition and parasynthesis) in order to create new lexical units (words) in a language. Let's take a look to the explanations of these procedures.

Derivation

According to Wisniewski (2007), derivation is a process in which prefixes or suffixes are added to a word. For example:

Prefixes	Suffixes
Co+author	Like +able
De+frost	Flex+ible
Inter+national	Informa+tion
Post+date	Entertain+ment

Composition

Wisniewski (2007), states that this process is based on joining two different words in order to denote one thing. For example:

After+noon	Life+time
Any+one	Over+active
Hair+cut	School+room
Hall+way	User+name

Pharasyntesis

In Wikipedia (2010) it is claimed that parasyntesis is a complex process in which words are formed by adding two or more morphemes (a compounding and an affix). For example:

Down+heart+ed	sight+see+ing
Down+load+ed	up+load+ing

Consequently, new words can be formed by adding an affix or suffix (derivation), joining two words (composition) and by applying the former processes (parasyntesis).

Historical linguistics

As it is known every language changes with the pass of the time and there must be a field encharged of studying these changes in a detailed form and this is the task of Historical Linguistics. So Bynon (1979, p. 1) states that “Historical linguistics seeks to investigate and describe the way in which languages change or maintain their structure during the course of time; its domain therefore is language in its diachronic aspect.” Additionally, WikipediA (2010) calls it “diachronic linguistics” and states that historical linguistics is concerned with describing “observed changes in particular languages” as well as describing “the history of speech communities”, studying the ethymology of words, “reconstructing the pre-history of languages and determine their relatedness by grouping them into families (Indo-European languages)” as well as “to develop general theories about how and why languages change”.

In conclusion, the study of historical linguistics, science that studies the evolution of language, can be traced back to the beginning of language which was born in the Indo-European family. This study can be given from a descriptive perspective which focuses on the study of language in a particular time or from a historical analysis through the pass of the time.

Language Change

The change of a language is a phenomenon that happens with the pass of the time. A language can change in different ways such as

syntactically, morphologically, phonetically, semantically and many others. The reasons for a language to change can be different; so, let's read what Janet Holmes (2008) reports about language change.

Language change lies in "regional and social variation" commonly in vocabulary and pronunciation.

Reasons for Language Change

Many are the reasons for a language to change. From the point of view of Holmes (2008), they are:

Social Status

Language change occurs since the members of a community introduce speech borrowed from other communities (commonly neighboring communities) whose status and prestige is higher for them.

Gender

Gender is a factor that influences language change since men's and women's speech differ from each other, thus, "women tend to be associated with the changes towards both prestige and vernacular forms, whereas men more often introduce vernacular changes."

Interaction

Interaction is a factor of great importance in the change of a language since from the contact among people from different communities depends the progress of the change of a language, therefore if people from a community interact with members of other

they will learn words or expressions from each other and as a result language starts changing in its vocabulary and pronunciation.

Language Vice

When studying about a language it is important to study not only what enriches our linguistic heritage, but to make a deep study about those pitfalls of the language that although impoverishing the same, still allow us to communicate without making the interchange of experiences impossible; so those pitfalls or factors that alter our communication in any field (oral, visual, audiovisual or written) are called language vice. Some of the most common language vice are explained next.

Pragmatic Vice

These kinds of language vice are born for the use of an ancient or invented word; these are:

Archaisms. – Old fashioned words that are no longer current and which have been substituted by new words. For example:

- The word **thou**, singular form of **you**, is an **archaism**.
- The word **prevent** has an **archaic** meaning of "precede;" today it means "hinder."

(Examples gotten from Englishplus.archaism)

Neologisms. – New words which are born to replace ancient words and whose use is just starting to enter in the communication mainstream.

- doork, a person who pushes on a door marked "pull"

- lotshock, the act of parking your car, walking away, and then watching it roll past you
- antelope, to run off with your mother's sister
- testicle, an exploratory tickle
- scandal, footwear you should be ashamed of
- boomerang, what you say to frighten a meringue
- pasteurize, too far to see

(Examples gotten from About.com.neologisms)

Syntactic Vice

These kinds of language vice affect the grammatical structure of words; these are:

Catachresis. – Use of a word instead of other existing word whose meaning is completely different.

- The word "parricide" literally means a killer of one's father, but for lack of proper terms, is also used to refer to killing one's mother or brother. In his rage at Gertrude, Hamlet nearly became a parricide like his uncle.
- In this example, no parallel idiom to "sight unseen" exists for auditory things, so the idiom is wrenched from its proper context to this unusual one. He was foolish enough to order the new music CD sight unseen.

- Similarly, there is no word comparable to "sightseeing" for a similar sort of tour done with sound, and so a familiar (if technically inappropriate) use of "seeing" is used: The podcast included a soundseeing tour of London's theatre district.

(Examples gotten from Rethoric.Catachresis)

Solecism. – Use of extra words within a phrase where they are not needed or lack of words where they are needed.

- This is just between you and **I**" for "This is just between you and **me**"
- He **ain't** going **nowhere**" for "He **isn't** [or "he's not"] going **anywhere**"
- "He's the person **whom** I believe is the fastest" for "He's the person **who** I believe is the fastest"
- "Irregardless" for "regardless"
- "The woman, **she** is here"

(Examples gotten from Wikipedia.Solecism)

Monotony.- Lack of enough vocabulary in order to communicate about certain topic ending in overuse of certain words or expressions to fill those empty spaces of our communication.

- Uprising, surprising
Knowledge, wisdom, understanding
Uprising, surprising
Knowledge, wisdom, understanding

(Example gotten from lyrics of a song of
Answers.com.Monotony)

Pleonasm. – Out of sense repetition of a concept with similar phrases
or synonyms.

- I forgot my PIN number for the ATM machine.
- I'm going down south
- Receive a free gift with every purchase

(Examples gotten from Wikipedia.Pleonasm)

Cacophony. - The making up of phrases whose structure is
unpleasant for the listeners.

Example of Cacophony - Excerpt

Jabberwocky

by

Lewis Carroll

'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe;
All mimsy were the borogoves,
And the mome raths outgrabe.

(Example gotten from types-of-poetry.com.Cacophony)

Semantic Vice

Kind of language vice that don't alter the syntactic or
pragmatic order of words, but which mistakes the meaning of a word
by including odd terms in our native language. These are:

Amphibology.- Wrong use of a word, phrase or expression which gives origin to a double sense of the same confusing to the user.

- Used cars for sale: Why go elsewhere to be cheated? Come here first!

Implies either to go elsewhere is a risk, or that it is a certainty anyplace even at the first.

- Eat our curry, you won't get better!

Implies either any other curry is only equal or inferior, or that ours will make you ill beyond recovery.

- Time flies like an arrow; fruit flies like a banana.

Implies two oddly juxtaposed themes, time is speedy and certain flies enjoy bananas, or that two different flies enjoy two different things, or compares flying time to flying fruit.

(Examples gotten from Wikipedia.Amphibology)

Barbarism. – The wrong pronunciation or spelling of words or the use of wrong terms. Barbarisms are divided into two kinds:

- Extranjerisms. – Words that belong to a language different from our native one and that are used instead of the right ones.

Examples:

All right, De acuerdo

Baby, Niño

Barman, Camarero

Beige, Crema

Best-seller, Éxito de

venta

Biscuit, Bizcocho

Block, Libreta

Boom, Explosión

Boy-scout, Chico

explorador

Broadcasting,

Radiodifusión

Bull-dog, Perro de

presa

Bye, Adios

Camping, Acampada

Christmas, Navidad

Clip, Pinza

Comfort, Comodidad

(Examples gotten from Americanismos.com)

- Savagery. – Native words that adopt degenerative forms; being these wrong in their spelling and stress as well as odd expressions.

Examples:

- "Aks" for "ask"
- "Ain't" for "isn't"
- "Liberry" for "library"
- "Nucular" for "nuclear"
- "Yous" for "you" (as a plural)
- "Probaly" for "probably"
- "Comftable" for "comfortable"

(Examples gotten from WorldLingo.com.barbarism) `

The information about language vice was gotten from an article written by Salvador Carreno (2009) in geocoties.com.

Neologisms

As suggested by Carreno (2009), neologisms are words that are born to replace old words or to name new objects as science, technology and literature advance and with their advance language progress too. The Centro Especializado de Lenguaje y Aprendizaje (2010) states that “the word neologism comes from the Greek words neo (new) and logo (word)” a neologism is “a word of new creation or adapted from other language” after certain time these words stop being neologisms and turn into common words.

Barbarisms: Anglicism

According to Wikipedia (2010), anglicisms are English linguistic borrowings to other languages. Anglicisms appear because of the deficient translation of a word or because in a native language doesn't exist a right word for certain term.

The use of anglicisms becomes common among youths specially since they get influenced by the means of communication that use the same speaking features as them as well as for the introduction of new technologies coming from English speaking countries.

Introduction of Anglicisms in Spanish

The dominance of English as the language of science, technology, business, and communication is the cause for importing many terms from that language in areas such as:

Means of Communication

We can realize that anglicisms are used in all sections of the media.

Words like “shorts, jeans, gloss, lifting, celebrity, mall, blue jeans, happy hour and shopping” are found in the press for girls.

However, the presence of anglicisms in sports sections is stronger; there we can see words like “goal, corner, football, shoot, golf, volleyball, club, etc.”

- Technology

Newspapers provide us with a big example of anglicisms use in information related to science and technology; this is because

journalists claim that translating certain words will affect the semantic structure of the same.

- Informatics

The same problem as with words used in newspapers happens with the translation of informatics terms, reason that makes the use of Anglicisms preferable.

- Economy

Globalization and the dominance of the English economy have made the use of English terms used with more frequency in the written press.

- Entertainment

Words like “thriller, primetime, celebrity, reality show, singles, and hobby” are found in pages dedicated to entertainment in newspapers.

Summing up, since our world is influenced by the English dominance, every day we see in the media more and more words borrowed from this language, especially in the written press reflecting the influence of the American culture in our country.

Foreign Language Interference

According to Skiba (1997) foreign language interference is the transference of linguistic elements (grammatical, phonological, orthographical, and lexical) from one language to another by borrowing them from a language different to our native one; the reasons can be many, as in the case of English interference in the native Spanish, it is considered that the frequency of the stream of foreign words or terms in the means of communication of a community or the status of a

language will facilitate the foreign language interference ending in the borrowing of linguistic elements in order to fill our deficiency of vocabulary in relation to certain topics and that in a near future might disappear or be introduced and used as something normal in our daily linguistic repertory.

Newspaper and Tabloid

As suggested by Wikipedia (2010) a newspaper is:

“A publication containing news, information, and advertising. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons.”

On the other hand a tabloid is:

“A smaller newspaper format per spread; to a weekly or semi-weekly alternative newspaper that focuses on local-interest stories and entertainment, often distributed free of charge (often in a smaller, tabloid-sized newspaper format); or to a newspaper that tends to sensationalize and emphasize or exaggerate or sensational crime stories, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sports stars, and other so-called "junk food news" or junk mail (often in a smaller, tabloid-sized newspaper format).”

Previous studies

Very few are the studies that have been conducted about the use of anglicisms in newspapers specially. However, “Evidence of the Spanish languages press of linguistic borrowings of computer and Internet related terms”, a study conducted by Regina Morin (2006) in which according to her evidence of data collected from eight Latin America newspapers including “El Universo” of **Ecuador** shows that there exist a considerable evidence of the use of anglicisms in the Spanish languages written press even in Ecuadorian newspapers which are now the focus of this study. According to Morin (2006) the most common lexical borrowings are those related to technology articles, articles related to computers, technology ads, job ads, ads for stores, travel agencies, educational institutions, announcements for public auctions as well as miscellaneous items which included information for newspapers, letters to the editor, death notices and contest entry forms.

Table 1. Daily and Sunday editions. Number of articles, advertisements, and miscellaneous items with at least one Computer Technology -/ Internet related borrowing.

Newspaper/Country/DGate	Tech Articles	Other Articles	Tech Ads	Job Ads	Other Ads	Misc	Total
El Tiempo (Colombia, 11/24/03)	12	1	27	2	18	6	66
La Nacion (Costa Rica, 11/27/03)	4	2	7	32	42	7	94
El Universo (Ecuador, 11/27/03)	0	1	11	3	14	6	35
Preense Libre (Guatemala, 11/17/03)	2	10	30	21	33	4	99
El Pais (Uruguay, 11/24/03)	0	0	9	7	21	2	39
Clarín (Argentina, 11/23/03)	0	3	0	0	5	4	12
El Mercurio (Chile, 11/23/03)	0	12	10	111	54	2	189
Total	1	10	112	67	89	10	289
	18	39	206	243	276	41	823

Source: Morin, R. (2006). Evidence of the Spanish languages press of linguistic borrowings of computer and Internet related terms. Retrieved November 20, 2009, from <http://www.benjamins.com/jbp/series/SiC/3-2/art/01mor.pdf>

In her conclusion, she states that “not only do many terms appear repeatedly in the same newspaper but they are also used in the same way in newspapers from different countries and that there is a limited dialectal variation (lexical and morph syntactic) in the data found in newspapers from the eight different countries.”

Other example not related to the use in the written press but to their use in youth language is the study conducted in Norway by Domanska & Lingvisttikk (2009) “On the Consciousness of Anglicisms in Norwegian Youth Language”. In this study the participants were Norwegian students in the age of 18-30, male and female, native Norwegians and mostly speakers using Bokmal as their written norm.

The results obtained from this study showed that the majority of the participants had rather relaxed attitudes towards anglicisms in the Norwegian language. They do not think it is a serious procedure since the entrance of English words into their language has a short existence.

The use of anglicisms occurs mostly on the informal level as agreed by all the participants. Most of which only occurs among people who know each other.

Almost all the participants were able to give Norwegian equivalents for the anglicisms gathered from different forums and internet websites giving as a result that speakers want to use anglicisms instead of the vocabulary of their own language.

Domanska & Lingvisttikk (2009) concluded that attitudes towards anglicisms in Norway depend on the social and geographical standards

of the speakers. While Norwegian students coming from bigger cities have a much more relaxed attitude about the use of anglicisms in their language, those who come from rural areas are stricter toward this topic.

Description and Analysis of Results

This part of the research report contains a detailed analysis of the results gathered about the use of anglicisms in Ecuadorian newspapers; it includes a Linguistic Analysis in which the etymological, syntactic-semantic and morphological aspects of some of the anglicisms found in the different sub variables (news, ads, social pages, reports and sports) of the variables (National Newspaper “El Universo”, Local Newspaper “El Nacional”, and the Tabloid “El Extra”) chosen for this research will be analyzed, a Comparative Analysis in which we will determine the sections of the chosen variables in which anglicisms are used the most as well as the least and finally a Sociological Analysis that contains the analysis of the different opinions given by seven interviewee persons (a Literature teacher, a journalist, and five learned persons) about the level of acceptance of the use of anglicisms in Ecuadorian newspapers.

Linguistic Analysis

This analysis is based on the etymology of the several anglicisms, the acceptance given by the Royal Spanish Academy to them as well as the analysis of the syntactic function, semantic meaning and morphological changes of each term. Let's start with the analysis of anglicisms found in the variable National newspaper.

Night Club

The compound word **night club** (as a whole) is an anglicism, which until now, has not been accepted by La Real Academia de la Lengua Española (RAE - Royal Spanish Academy) and whose etymological origin as a noun dates back to 1894 and as an intransitive verb to 1936, years when it was created.

The syntactic functions of the term **night club** are two; in English this word can function as a noun meaning “a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show” or as an intransitive verb “to patronize nightclubs”.

However, in the Spanish context “Dólares o más tiene que dar una trabajadora sexual para trabajar una semana en un **night club** de la ciudad” found on the national newspaper “El Universo” of November 9th, 2009 in the article “Ciudad” (news section), it is functioning as a noun and its meaning refers to “Lugar de esparcimiento donde se bebe y se baila y en el que suelen ofrecerse espectáculos musicales, habitualmente de noche”; furthermore, it is necessary to highlight that there exist an equivalent for this term in Spanish which is: “**club nocturno**”.

Morphologically, the anglicism **night club** is a compound word which has been created by applying the composition process night + club; in its Spanish function (as a noun) it can also be inflected by using the parasynthesis process night+club+s just like in English;

therefore, it can be noted that this English term has not suffered any morphological changes in Spanish.

As mentioned above, **night club** is a compound word, and for that reason it's been considered necessary to analyze each of the units that compose it in a separated form; then, it has been found that:

The word **night** has not been accepted by The Royal Spanish Academy and its etymological origin comes from the Middle English.

Syntactically, in English this word can function as a noun meaning “the time from dusk to dawn when no sunlight is visible” and as an adjective “of, relating to, or associated with the night”, while in Spanish pattern given above, it is also functioning as an adjective referring to its equivalent in Spanish “**nocturno**” which in this context means “que se hace durante la noche”.

On the other hand, the word **club** has been accepted by The Royal Spanish Academy. Etymologically, as a verb it comes from the Middle English clubbe and as a verb it dates back to 1593, year of its creation.

The syntactic functions of this term are two: in English it functions as a noun under the meaning “an association of persons for some common object usually jointly supported and meeting periodically” and as a verb means “to unite or combine for a common cause”; in Spanish, this term functions as a noun just like in the example given above, whose meaning refers to “bar or discoteca”; terms that are its Spanish equivalents.

However, the dictionary meaning of this word says that it means “Sociedad fundada por un grupo de personas con intereses comunes y dedicada a actividades de distinta especie, principalmente recreativas, deportivas o culturales” or “Lugar donde se reúnen los miembros de estas sociedades.” which is to what the pattern “Incorporación en el salón de ingles del **club** de la Union.” gotten from the article “Sociales” (Social Pages) of the national newspaper “El Universo” of November 12th, 2009 refers to; in this context the Spanish equivalents of this word are: **circulo, sociedad, asociacion, etc.**

Morphologically speaking, none of these single units have suffered any changes in this context, but it has been found that in English as well as in Spanish both morphemes may be inflected by the suffix “s” in plural club+s. Additionally, it is seen that in Spanish there is another suffix for the term **club** in plural which is “es” club+es.

Show

The term **show** is found in The Royal Spanish Academy Dictionary as an accepted term. Its etymological origin as a verb can be traced back to the Middle English shewen or showen and as a noun to the 13th century; century when it was introduced so.

Syntactically, in English the anglicism **show** can function as a noun and means “a demonstrative display” and like a verb “to present as a public spectacle” while in the Spanish context in which it is being analyzed “Un ambiente navideño se empieza a vivir en centros comerciales y en areas verdes de la ciudad; con la decoración de

arboles, nacimientos y luces ademas de los **shows** que se ofrecen en esta epoca” found on the national newspaper “El Universo” of November 9th, 2009 in the article “Ciudad” (news section) it is syntactically functioning like a noun and semantically defined by The Royal Spanish Academy as “espectaculo de variedades” and as it can be clearly noticed, one of its equivalents in Spanish is “**espactaculo**” as well as “**representacion, fruncion, escena, etc**”.

The word **show** is a single unit which has been borrowed from English without suffering any modifications different from the ones made in English when it functions as a noun; by adding the suffix “s” show+s at the end of the same when it’s in plural.

Web

Web is a term that has been accepted by The Royal Spanish Academy and which as a noun comes from The Middle English and as a noun dates back to its year of creation 1604.

Web, whose definition given by The Royal Spanish Academy and Spanish equivalent is “**red informatica**”, has tow functions in English; as a noun meaning “a fabric on a loom or in process of being removed from a loom” and as a verb “to construct or form a web” while in Spanish, it has one function only which is as an adjective as it can be seen in the following example “La convocatoria que consta en la página **web** del Ministerio de Educacion.” gotten from the article Ciudad (news section) on the national newspaper “El Universo” of November 9th, 2009, which in this context accompanied by the word “**pagina**” refers to

“documento situado en una red informática, al que se accede mediante enlaces de hipertexto” without losing its use as an informatics term.

No morphological changes have been suffered by this English borrowing in Spanish.

Hotdog

Compound word that is not found as an accepted term in The Royal Spanish Academy Dictionary; whose origin as an intransitive verb dates back to 1963, as a noun to 1895 and as an interjection to 1906 years when this word appeared.

Syntactically in English it has three functions: like an intransitive verb as which it means “to perform in a conspicuous or often ostentatious manner”, like a noun “a frankfurter heated and served in a long split roll” and finally as an interjection used to express approval or gratification. In the context “Así que en vez de ello ideo algo que va más allá de los carritos de **hot-dogs** rodantes, porque sin los permisos necesarios ni la parrilla ni las salchichas podían tocar el piso” found on the national newspaper “El Universo” in the article “Vida y Estilo” (news section) of November 9th, 2009, this word has the function of a noun and it is its only function in Spanish referring to a “tipo de comida rápida hecha con un pan cortado por la mitad en el cual se le pone salchicha cocida en refrito de tomate con cebolla ” and whose equivalent in Spanish is “**perro caliente**”.

The morphology of this compound word (hot+dog) has not been affected in Spanish since the only inflection found in this unit is the

common suffix for plural ending “s” hotdog+s the same that is seen in English.

Being this a compound word it is also necessary to analyze each of the units that make up the same as it’s seen in the analysis below.

The word **hot** is not found as an accepted term in the Royal Spanish Academy Dictionary. Etymologically as an adjective comes from the Middle English, while as an adverb it appeared before the 12th century, on the other hand, as a noun it dates back to the 13th century and finally as a transitive verb it was born in 1561.

The English functions of the word **hot** are four: as an adjective whose meaning is “having a relatively high temperature or sexually excited or receptive”, like an adverb “in a hot manner”, as a noun “heat or strong sexual desire” and finally as a transitive verb “to heat or warm”. In the context analyzed above it can be seen that this term is functioning as an adjective whose meaning is “caliente”, but it can be also seen the use of the same word in a different context without changing its function like the example “**hot**” found on the tabloid “El Extra” of November 10th, 2009 in the advertisements section related to “sexual services” which in this context has a sexual sense meaning “**ardiente o caliente**” which at the same time are its Spanish equivalents.

Just like the word **hot**, the word **dog** doesn’t belong to the Spanish lexicon either; referring to its etymological origin it was found that this word as a noun comes from the Middle English, as an

adjective its origin dates back to the 14th century, like a transitive verb appeared in 1519 and like an adverb in 1526.

In English **dog** can be used as a noun having as its meaning “a highly variable domestic mammal (*Canis familiaris*) closely related to the gray wolf”, as an adjective “canine”, as a transitive verb “to hunt, track, or follow like a hound”, and like an adverb meaning “extremely or utterly”; in the context given above **dog** is functioning as a noun which refers to food and its meaning and equivalent in Spanish is “**perro**”.

Analyzing their morphology, it can be noted that the borrowing of these two words into the Spanish language has not changed any morphological features of these words.

Look

Look is a term accepted by The Royal Spanish Academy as part of the Spanish lexicon. It is a verb that comes from the Middle English and as a noun dates back to the 13th century.

The syntactic functions of this term in English can be two: as a verb which means “to ascertain by the use of one’s eyes” and as a noun “physical appearance; especially: attractive physical appearance” just like in the Spanish context “Con temas de su autoría además de un cambio de **look** y un nuevo género musical.” gotten from the national newspaper “El Universo” news section (protagonistas) of November 9th, 2009 in which the use of this word is also as a noun and its meaning, which is given by The Royal Spanish Academy, is similar to the one given in English “Imagen o aspecto de las personas o de las cosas,

especialmente si responde a un propósito de distinción.” From which it can be clearly realized that there exists some equivalents of this word in the Spanish lexicon which are “**imagen** or **aspecto**”. Morphological changes are not seen in this word in Spanish.

Pop

Pop is a term that has been introduced in the Spanish vocabulary and accepted by The Royal Spanish Academy and which as a verb comes from the Middle English poppen, continuing its etymological origin as a noun it dates back to 1591, as an adverb to 1621 and as an adjective to 1880.

Analyzing the syntactic functions and semantic meanings of this word it was found out that **pop** can work as a verb in which it means “to cause to explode or burst open”, continuing it can also function as a noun “a sharp explosive sound”, like an adverb “like or with a pop”, like an adjective “of or relating to popular music”, and it can function as the abbreviation of “point of purchase or population”, too.

Continuing with its analysis, it can be seen that in the example found on the national newspaper “El Universo” in the news section (article “protagonistas”) of November 9th, 2009 “Joe Jackson padre de conocido Rey del **pop**”, this word is functioning, in this context, as an adjective whose meaning as given by The Royal Spanish Academy is “Se dice de un cierto tipo de música ligera y popular derivado de estilos musicales negros y de la música folclórica británica. Or Se dice de una corriente artística de origen norteamericano que se inspira en los

aspectos más inmediatos de la sociedad de consumo.”; it is very important to highlight that there is not an exact Spanish equivalent for this word, but the term that mostly resembles to it is “**popular**”, since **pop** is its abbreviation.

Morphologically analyzing the term **pop** is a word that in Spanish consists of only one morpheme just like in English and is written in the same way in Spanish.

Cd

Cd is a unit accepted by The Royal Spanish Academy whose origin as a noun comes from compact disc dating back to 1979.

Syntactically in English as well as in Spanish, this word functions as a noun meaning “a small optical disk usually containing recorded music or computer data” in English and “**disco compacto**” in Spanish which at the same time is its equivalent in this language as it can be seen in this example “Los comerciantes que se dedican a la venta de **CD.**” which was gotten from the local newspaper “El Nacional” of November 15th, 2009 in the article “cantonal” (news section); something that is very important to take into account about this term is that in English this word can also be abbreviation of certificate of deposit dating back to 1965 as well as candela, candle, or cord, carried down and civil defense and functions as the symbol cadmium, too.

The borrowing of this word from English to Spanish has not brought any morphological changes different from the “s” of plural inflection.

Gay

The word **gay**, which has been accepted by The Royal Spanish Academy, comes from the Middle English when as an adjective; additionally, it dates back to 1953 when it is a noun.

The syntactic functions of this term, in English as well as in Spanish, are as an adjective in which this term means “relating to or used by homosexual” “perteneiente o relativo a la homosexualidad” which are the function and meaning of this term in the following example “50.000 en las calles piden matrimonio **gay**.” gotten from the local newspaper “El Nacional” of November 10th, 2009 in the article “Social” (news section); on the other hand when it functions as a noun it means “homosexual” in English and “**hombre homosexual**” which at the same time is the equivalent of this term in Spanish.

Morphologically, in Spanish no changes have been made to this single unit since the inflection seen on it is the same plural inflection of English gay+s.

Sexy

The origin of the word **sexy**, which is found in The Royal Spanish Academy Dictionary, dates back to 1925, year of its creation.

The syntactic function and semantic meaning of this term in English as well as in Spanish is as an adjective whose meaning is “sexually suggestive or stimulating or generally attractive or interesting” and “que tiene atractivo físico y sexual” which is exactly its function and meaning in the sample “el segmento de la chica **sexy**” found in the

tabloid “El Extra” in the article “Especial” (news section) of November 10th, 2009. Additionally, in “El Extra” this term has other function in English being this as a noun in which it means “atractivo físico y sexual”; as it can be seen there is not an exact Spanish equivalent which encloses the different senses for this term, but the one that resembles to it the most is the word “**atractiva**”.

The morphological change seen in this term in Spanish is when it functions as a noun, since it is pluralized just by adding the prefix “s” sexy+s while in English it cannot be pluralized.

Full

The present term has not been accepted by the Royal Spanish Academy as part of the Spanish lexicon; its etymological origin as an adjective and as an adverb comes from the Middle English, while as a verb it can be traced back to 1794 and as a noun to the 14th century dates when it appeared so.

The English functions of this term are different; it can be an adjective having as its meaning “containing as much or as many as is possible / having all distinguishing characteristics / complete specially in detail, number, or duration”, other functions of this term are as an adverb “very or extremely”, as a noun “the highest or fullest state or degree” and like a verb “to become full”. In Spanish, for the grammatical order seen in the example found on the tabloid “El Extra” in the news section (article “Especial”) of November 13th,2009 “Un comerciante guayaquileño trabaja a **full**” it can be deduced that its function in this

language is as an adverb and whose meaning and equivalent in Spanish is “mucho”, while in the context “Chevrolet Spark 2007 y 2009; **full** equipo.” gotten from the same tabloid on November 10th, 2009 in the advertisements section related to “automobiles” this term is functioning as an adjective and its meaning an Spanish equivalent would be “**completo**”.

The morphology of this term has not been affected in Spanish which means that no changes have been suffered by this anglicism.

Jacuzzi

Jacuzzi is a term that has been accepted by The Royal Spanish Academy whose origin dates back to 1966, “U.S. proprietary name, from Jacuzzi Bros., Inc., Little Rock, Arkansas.”

This word functions as a trademark since a **jacuzzi** means “used for a whirlpool bath and a recreational bathing tub or pool”; being this the name assigned to an object, the use of this word both in English and Spanish is as a noun and whose equivalent and meaning in Spanish is “**banera para hidromasaje**” as it can be seen in the next context “3 dormitorios, terraza, **jacuzzi**, full acabados.” which was gotten from the national newspaper “El Universo” in the advertisement section related to “Real State” of November 9th, 2009.

The morphology of this term has not been affected in Spanish since it can be pluralized just like in English by adding the common plural inflection “s” (jacuzzi+s).

Penthouse

The term **penthouse** comes from the alteration of Middle English *pentis*, and it has not been found in The Royal Spanish Academy Dictionary as part of our lexicon.

The only syntactic use of this word in both English and Spanish is as a noun; its meaning in English refers to “a shed or roof attached to a sloping from a wall or building or a smaller structure joined to a building”; while its translation and Spanish equivalent is “ático”, the sense of this word in the example gotten from the national newspaper “El Universo” of November 11th, 2009 in the advertisements section related to “Real State” “Por viaje **penthouse** con piscina.” does not exactly refer to an “attic”, but to a small apartment.

The morphology of this compound noun has not changed in Spanish at all; it is the same (pent+house) in both English as well as in Spanish.

As stated above, **penthouse** is a compound word for that reason it is necessary to analyze both of the units that compose it. So it can be stated that:

Neither **pent** nor **house** are part of the Spanish lexicon according to The Royal Spanish Academy; while the origin of the term **pent** is traced back to 1550, **house** as a noun comes from the Middle English and as a verb from before the 12th century.

Pent whose English meaning is “shut up, repressed” functions as an adjective; on the other hand, **house** has two functions: as a noun “a

building that serves as living quarters for one or a few families” and like a verb “to provide with living quarters or shelter” and whose meanings in Spanish correspond to “**reprimido**” and “**casa**” in the order given above.

Since these units are not common words used in Spanish, morphologically speaking any changes have been detected to these words.

Charter

This term which has been accepted as part of the Spanish lexicon by The Royal Spanish Academy and whose etymology as a noun comes from the Middle English charter, as a verb dates back to the 15th century and as a noun to 1922.

The syntactical functions of the word **charter** in English are as a noun “a charter travel arrangement”, as a transitive verb “to hire, rent, or lease for usually exclusive and temporary use” and finally as an adjective “of, relating to, or being a travel arrangement in which transportation (as a bus or plane) is hired by and for one specific group of people”; in the Spanish context found on the national newspaper “El Universo” of November 15th 2009 in the advertisements section related to “turism” “**chárter** con zona libre”, this word is functioning as an adjective whose meaning is “dicho de un vuelo: fletado ex profeso, al margen de los vuelos regulares”; additionally to this information, it is important to highlight that there is not an equivalent to this word in the Spanish vocabulary.

The term **charter** has suffered one morphological change in Spanish which is the written accent in the first syllable of the same “chárter” while no written accent is seen in English.

Closet

Closet, term which has been accepted by the Royal Spanish Academy, as a noun comes from the Middle English, as a transitive verb it's traced back to 1595 and like an adjective to 1615.

This word has different functions in English which are: as a noun “a cabinet or recess for especially china, household utensils, or clothing”, as an intransitive verb “to shut up in or as if in a closet” and like an adjective “closely private”; in Spanish it also functions as a noun just like in the sample found on the local newspaper “El Nacional” in the advertisement section related to “Real State” of November 13th, 2009 “3 dormitorios con baño, **clóset.**” whose meaning which is also its equivalent in Spanish is “**armario empotrado**”.

Besides the plural inflection as well as the word charter, in Spanish this term has also suffered a morphological change related to the written accent in its first syllable clóset.

Master

The word **master** has been accepted by The Royal Spanish Academy as part of the Spanish vocabulary; its etymological origin as a noun comes from the Middle English while as an adjective dates back to the 12th century and as a verb to the 13th century, time when this term was created with that function.

Syntactically in English, **master** has different functions; as a noun it means “a male teacher; a person holding an academic degree higher than a bachelor's but lower than a doctor's”. **Master** also functions as an adjective whose meaning is “being or relating to a master” and also like a transitive verb “to become master of”; as well as its function in English it functions as a noun in Spanish, too whose meaning and Spanish equivalent is “**maestro**” referring to a person specialized in certain field as seen in the context “**Máster** en cirugía plástica.” gotten from the advertisement section related to “Medical Services” of the local newspaper “El Nacional” of November 9th, 2009.

The Spanish written accent in its first syllable “**Máster** or **Másters**”, being this in singular as well as in plural, is the morphological change detected in this English borrowing.

Bar

The word **bar** is a term which according to the Royal Spanish Academy is part of the Spanish lexicon whose origin as a noun comes from the Middle English, while as a transitive verb can be traced back to the 13th century and as a preposition to 1714.

The English functions of this term are different being these as a noun “a counter at which food or especially alcoholic beverages are served.” as a transitive verb “to fasten with a bar” and like a preposition whose meaning in this function is “except”; in the Spanish context “Se necesita srtas. bonitas para atender **bar**.” found on the local newspaper “El Nacional” in the advertisement section related to “Job and Services”

of November 9th, 2009, this term is functioning as a noun which is its only function in Spanish whose meaning is “local donde se despachan bebidas que suelen tomarse de pie, ante el mostrador” and whose Spanish equivalent is “**barra**”.

Morphologically in Spanish, when this anglicism is pluralized it is inflected by adding Spanish suffix “es” bar+es.

Chip

The word **chip**, whose origin comes from the Middle English, has been accepted by the Royal Spanish Academy as part of the Spanish vocabulary.

The functions of this term are two; in English it can function as a verb whose meaning is “to cut or hew with an edged tool” and in both English and Spanish it can also function as a noun meaning “integrated circuit; a small wafer of semiconductor material that forms the base for an integrated circuit” in English and “Pequeño circuito integrado que realiza numerosas funciones en ordenadores y dispositivos electrónicos.” in Spanish being this the function and meaning to which the sample analyzed in the context “Celular con TV doble **chip**” which was gotten from the tabloid “El Extra” of November 11th, 2009 from the advertisements section related to “Products” refers; it is important to highlight that no term in Spanish is equivalent to **chip**.

The Spanish morphology of this term has not suffered any changes different from the inflections seen in English; chip (singular), chip+s (plural).

Spray

The word **spray** has been included to the Spanish lexicon under the acceptance of The Royal Spanish Academy; etymologically, it comes from the Middle English when as a noun and as a verb its origin dates back to 1527.

Syntactically, this term has different functions; being these in English as well as in Spanish as a noun whose meanings are “water flying in small drops or particles blown from waves or thrown up by a waterfall” in English and “Envase con un dispositivo especial para pulverizar los líquidos que contiene o sustancia líquida contenida en este envase.” in Spanish as it is seen in the context, “Tabletas, **sprays**, cremas retardantes.”, found on the tabloid “El Extra” of November 10th, 2009 advertisement section related to “Sexual Services”. In addition to the function as a noun, this term plays another function in English which is as a verb “to disperse or apply as a spray”. Words like **aerosol** and **vaporizador** are equivalent to the term **spray** in Spanish.

No written morphological changes have been made to this term in Spanish; however, its original pronunciation has varied since in Spanish the /a/ of **spray** (/sprei/) is pronounced just like the Spanish /a/ (/esprai/).

Staff

The term **staff**, which as a noun comes from the Middle English “staf” and as a transitive verb dates back to 1859, is not found in the Royal Spanish Academy Dictionary as part of the Spanish lexicon.

Syntactically in English, this term has two functions: as a noun meaning “the personnel who assist a director in carrying out an assigned task” and as a transitive verb “to supply with a staff or with workers or to serve as a staff member of”; however, in the Spanish context “Requiere incorporar a su **staff** académico” which was found on the local newspaper “El Nacional” of November 11th, 2009 advertisement section related to “Job and Services”, the term **staff** is functioning as a noun referring and being equivalent to “**personal, empleados, trabajadores**” in Spanish.

Morphological changes to this term have not been made in Spanish.

Stock

The word **stock**, which has been accepted by the Royal Spanish Academy as part of the Spanish lexicon, etymologically, as a noun comes from the Middle English “stok”, as a verb dates back to the 15th century and as an adjective to 1625.

Syntactically, this word has three functions in English as well as in Spanish it can function as a noun meaning “a store or supply accumulated or available; especially: the inventory of goods of a merchant or manufacturer” in English and “Cantidad de mercancías que se tienen en depósito” in Spanish as can be seen in the context, “Nuevo **stock** de juguetes”, gotten from the local newspaper “El Nacional” of November 15th, 2009 advertisement section related to “Products”; in addition to its function as a noun, in English this term

can also function as a verb “to put in stock or supplies” and as an adjective “kept regularly in stock”. Words like “**provision, surtido, existencias, and reservas**” are the equivalents for this term in Spanish.

In Spanish, this term has not changed morphologically.

Fashion

Fashion is a term that has not been accepted by the Royal Spanish Academy as part of the Spanish vocabulary; as a noun, this term comes from the Middle English while as a verb, its origin can be traced back to the 15th century when it started functioning so.

The functions of this term are three; in English it can function like a noun having as its meaning “a prevailing custom, usage, or style” and like a transitive verb “to mold into a particular character by influencing or training”; however, in the Spanish context “**Fashion** hair desgrafilados y otros” found on the local newspaper “El Nacional” of November 9th, 2009 advertisement section related to “Courses”, this term is functioning as an adjective in which it means “**a la moda**” which at the same time is the equivalent of the term fashion in Spanish.

This term has not suffered any morphological changes in Spanish.

Chat

The term **chat** is not found in the Royal Spanish Academy as part of the Spanish lexicon. The etymology of this term can be traced back to 1530 when as a noun and to the Middle English as a verb.

Syntactically, this term has two functions; in English as well as in Spanish it functions as a noun whose meaning in English is “idle small talk” and “charla o conversacion” in Spanish just like in the following example “**Chat** en vivo” which was gotten from the tabloid “El Extra” of November 11th, 2009 advertisement section related to “Sexual Services”; the other function of this term in both languages is as a verb meaning “to talk in an informal or familiar manner or to take part in an online discussion in a chat room” in English and “**charlar, platicar o conversar**” in Spanish which at the same time are the equivalents for this term in this language.

Morphologically, this term itself has not suffered any changes in Spanish, but what can be actually seen is some derivations of the same for example Chat+ear, Chat+ea, Chat+ie, chat+eo, chat+earon, chat+eamos, Chat+eando depending on the tense of this word.

Marketing

Marketing is a term which according to The Royal Spanish Academy Dictionary forms part of the Spanish lexicon; the origin of this word can be dated back to 1561, year of its creation.

The only function of this term in English as well as in Spanish is as a noun whose meaning in English is “the act or process of selling or purchasing in a market or the process or technique of promoting, selling, and distributing a product or service” and in Spanish “mercadotecnia” as it can be seen in the example “Carreras: **marketing**, economía, administracion.” which was found on the local newspaper “El

Nacional” of November 13th, 2009 advertisement section related to “Job and Services”; the term **mercadotecnia**, already mentioned above, is the Spanish equivalent of **marketing**.

The term **marketing**, which derives from the word **market**, has not suffered any morphological changes in Spanish.

Bye

The term **bye** has not been accepted by the Royal Spanish Academy as part of the Spanish vocabulary; etymologically, this term comes from the “baby talk reduplication of goodbye” whose origin dates back to 1736.

In English as well as in Spanish, this word functions as an interjection which is used to express farewell and whose meaning is “goodbye” in English and “adios o chao” in Spanish; being “**adios** and **chao**” equivalents of the same in Spanish as we can observe in the context “Contactanos; **bye**” which was gotten from the local newspaper “El Nacional” of November 12th, 2009 Social Pages section (article “Cocktail”).

The only morphological change seen in this term in Spanish is the shortened form “bye” of the whole expression “bye-bye” which for its shortness is used in most of the time just like in the example shown above.

Versus

The term **versus**, which has not been accepted by the Royal Spanish Academy as part of the Spanish lexicon, etymologically comes from the Middle English.

As seen in the context “Revolucion **versus** Naturaleza” gotten from the national newspaper “El Universo” of November 14th, 2009 on the article “Opinion” (Social Pages section) this term has one function only which is as a preposition being this in English as well as in Spanish and whose meaning is “against” in English and “**contra**” in Spanish which is the equivalent of the same in this language.

Morphologically, this term has not changed in Spanish.

Gol

The word **gol** has been introduced to the Spanish lexicon under the acceptance of the Royal Spanish Academy; it comes from the English word “goal” which comes from the Middle English “gol”.

This word has one function only being this, in English as well as in Spanish, as a noun whose meaning is “the act or action of causing a ball or puck to go through or into such a goal” in English and “En el fútbol y otros deportes, entrada del balón en la portería” as it can be observed in the context “Fred garantiza una victoria mas, marca su noveno **gol** en nueve partidos.” found on the national newspaper “El Universo” of November 13th, 2009 in the article “Deportes” (Sports section); in addition to this, it is important to know that this term has some Spanish equivalents which are: “**punto** or **acierto**” .

Relevant written morphological changes have been made to this term in Spanish since one morpheme has been deleted from this anglicism in Spanish *gol* while in English it is *goal*. Additionally, the Spanish plural for this term is *gol+es* while in English the suffix “s” is added only.

Tenis

The term **tenis** has been accepted by the Royal Spanish Academy as part of the Spanish vocabulary; this word comes from the English “lawn-tennis” whose origin comes from the Middle English “tenetz”.

Syntactically, this term has only one function; it functions as a noun being so in English and in Spanish. The meaning of this term in English is “an indoor or outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court (as of clay or grass) divided by a low net” and in Spanish it refers to “Calzado de tipo deportivo” or “Juego practicado por dos personas o dos parejas, que se lanzan alternativamente una pelota, utilizando raquetas, por encima de una red, con el propósito de que la otra parte no acierte a devolverla”.

The meaning of this word in both languages is exactly to what it refers in the context “Solo cuando se retiro del **tenis** y gozo de mas tiempo con su familia” gotten from the national newspaper “El Universo” of November 10th, 2009 in the article “Polideportivo” (sports section). Additionally, no word which could be the equivalent for this term in found in the Spanish lexicon.

A very clear morphological change has been made to this term in Spanish, which is the deletion of one “n” in the written form of this term as it is noted next: tennis (English), tenis (Spanish).

Crack

Crack is a term that has been accepted by the Royal Spanish Academy as part of the Spanish lexicon whose etymological origin as a verb comes from the Middle English “crakken”, like a noun it can be traced back to the 14th century and as an adjective to 1793.

The functions of this term are three; being these in English as a verb meaning “to go or travel at good speed”, as an adjective “of superior excellence or ability” and in English as well as in Spanish as a noun meaning “a loud roll or peal” in English and in Spanish “droga derivada de la cocaína”, “caballo que se destaca en las carreras” or “deportista de extraordinaria calidad” which is the semantic meaning of this term in the context gotten from the local newspaper “El Universo” of November 9th, 2009 in the article “Deportivo” (sports section) “Que fácil es ser pediodista! Dijera en alguna ocasión algún **crack** del futbol.” There is not a word that can function as the equivalent of this term in Spanish.

The morphology of this term has not changed in Spanish.

Net

This term has not been included as part of the Spanish lexicon by the Royal Spanish Academy; its origin as a noun and as an adjective

comes from the Middle English while as a verb it dates back to 1593 year of its creation with that function.

The syntactic functions of this term are three; in English this term can function as a verb having as its meaning “to hit (a ball) into the net for the loss of a point in a racket game”, as an adjective “free from all charges or deduction” and in English as well as in Spanish it can function as a noun meaning “a fabric barricade which divides a court in half (as in tennis or volleyball) and over which a ball or shuttlecock must be hit to be in play” in English and “red” in Spanish as in the example “Nico respondió a una bola corta y pese a la buena posocion de Souza, este la deajo en la **net**” found on the national newspaper “El Universo” of November 12th, 2009 in the article “Contraataque” sports section; besides being the meaning of the term **net**, the word **red** is also the equivalent of the same in Spanish.

Besides the addition of the “s” as a plural inflection net+s, this term has not suffered any morphological changes in Spanish.

Box

According to the Royal Spanish Academy Dictionary, the word **box** is part of the Spanish lexicon; its etymological origin comes from the Middle English as a noun and to 1519 as a verb.

The functions of this term are two; in English as a verb whose meaning is “to hit (as the ears) with the hand or to engage in boxing with” and in English as well as in Spanish as a noun meaning “a rigid typically rectangular container with or without a cover” in English and

“boxeo” in Spanish as can be observed in the context “Toro Salvaje se queja del **box**” which was found on the national newspaper “El Universo” of November 9th, 2009 in the article “Polideportivo” (Sports section); besides being the meaning of the term **box**, the word “**boxeo**” is the equivalent of the same in Spanish.

Morphologically, this Anglicism shows an important change which is the derivational form when functioning like a verb box (English), box+ear (Spanish).

Game

Game is a term that has not been accepted by the Royal Spanish Academy as part of the Spanish lexicon; its origin, as a noun, comes from the Middle English; on the other hand, as a verb it dates back to 1512 and as an adjective to 1610.

This term has three functions; in English it can function as a verb having as its meaning “to play for a stake”, like an adjective meaning “willing or ready to proceed” and finally in English as well as in Spanish as a noun meaning “activity engaged in for diversion or amusement” in English and “juego” in Spanish as seen in the example gotten from the national newspaper “El Universo” from the article “Contraataque” sports section; the word “**juego**” mentioned above, plays the role of equivalent of “**game**” in Spanish.

No morphological changes are seen in this term in Spanish.

Futbol

According to the Royal Spanish Academy, the term **futbol** is part of the Spanish lexicon; its etymological origin comes from the English word “football” whose origin dates back to the 15th century.

The only syntactic function of this term is as a noun, being so in English as well as in Spanish; the meaning of this term in English is “any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking” and in Spanish is “Juego entre dos equipos de once jugadores cada uno, cuya finalidad es hacer entrar un balón por una portería conforme a reglas determinadas, de las que la más característica es que no puede ser tocado con las manos ni con los brazos” which is the semantic meaning of this term used in the following example “En el grupo B del Campeonato nacional de **futbol**”; example which was gotten from the tabloid “El Extra” of November 10th, 2009 from the article “Deportes” sports section. The Spanish equivalent of this term is the word “balón pie”.

The written morphological change that this compound word has suffered in Spanish is very evident; its writing has been adapted in Spanish according to the way the word “**football**” is pronounced in English, thus a written accent can also be seen on this term in Spanish just like shown next *fútbol* or *futbol*.

Since **football** is a compound word, it is necessary to analyze each of the parts that compose the same.

Neither **foot** nor **ball** are part of the Spanish lexicon according to the Royal Spanish Academy.

The origin of the word **foot** as a noun can be traced back to the Middle English while as a verb to the 15th century.

The functions of this term are as a noun in which it means “the terminal part of the vertebrate leg upon which an individual stands” and as a verb “dance or to go on foot”.

The term **ball** also comes from the Middle English “bal” when as a noun and dates back to 1685 as a verb.

The functions of this term are two: as a noun “a spherical or ovoid body used in a game or sport” and as a verb “to form or gather into a ball”.

The morphology of these terms has not changed since they are not of Spanish use.

Beisbol

The word **beisbol** has been included to the Spanish lexicon under the acceptance of the Royal Spanish Academy; its etymological origin comes from the English “baseball” whose origin dates back to circa 1815.

Syntactically, this term functions as a noun being its meaning in English “a game played with a bat and ball between two teams of nine players each on a large field having four bases that mark the course a

runner must take to score; also: the ball used in this game” and “Juego entre dos equipos, en el que los jugadores han de recorrer ciertos puestos o bases de un circuito, en combinación con el lanzamiento de una pelota desde el centro de dicho circuito” in Spanish as seen in the syntactic context “El artefacto fue traído como parte de una donación para la escuela de **beisbol** de El Recreo” gotten from the national newspaper “El Universo” of November 15th, 2009 from the article “Deportes” news section. No equivalents for this term are found in Spanish.

The written morphological change that this compound word has suffered in Spanish is very evident; its writing in Spanish has been adapted according to the way the word “**baseball**” is pronounced in English, thus a written accent can be seen in the Spanish *béisbol*.

As **baseball** is a compound word, it is necessary to analyze each of the units that compose it, but as the term **ball** was already analyzed in the term before (**football**); in this section only the term **base** will be analyzed.

The word **base** in Spanish comes from the **latin** “basis”, but in English it comes from the Middle English and has three functions; these are: as a noun “the lower part of a wall, pier, or column considered as a separate architectural feature”, as a transitive verb “to make, form, or serve as a base for” and as an adjective “of little height”.

Morphologically, changes are not seen in this single unit; this might be for this term has not been borrowed into the Spanish lexicon from English but from latin.

Básquet

The term **básquet**, whose etymology comes from the English word “basketball” whose origin dates back to 1892, has been accepted by the Royal Spanish Academy as part of the Spanish lexicon.

Syntactically, this term functions as a noun whose meaning in English is “a usually indoor court game between two teams of usually five players each who score by tossing an inflated ball through a raised goal; also: the ball used in this game” and in Spanish, which is also the equivalent of this term in this language, “**baloncesto**”; in the Spanish context “Seleccionada nacional de **básquet**” found on the local newspaper “El Universo” of November 10th, 2009 in the article “Deportivo” sports section; it can be seen that the function of this term is just as noted above; as a noun.

The written morphological change that this compound word has suffered in Spanish is highly evident; it has changed its writing according to the way the word “**basketball**” is pronounced in English, thus it has another variant in Spanish “Básquet or Basquetbol”.

As **basketball** is a compound word, it is necessary to analyze each of the units that compose it, but as the term **ball** was already analyzed in the term above (**football**); in this section only the term **basket** will be analyzed.

This word comes from the Middle English and functions as a noun meaning “a net open at the bottom and suspended from a metal ring that constitutes the goal in basketball or a field goal in basketball”.

Since this single term is not used in Spanish, the morphology of this term does not denote any change.

Comparative Analysis

In order to make this analysis use the data from the charts sixteen, seventeen, eighteen, and nineteen of the **Results** section will be used.

This analysis contains the comparison of the results gotten from the different variables “national newspaper “El Universo”, local newspaper “El Nacional” and the tabloid “El Extra”” as well as the subvariables “news, ads, social pages, sports, and reports”.

To start this analysis, the sub variables will be compared first. The results evidenced that while the section **news** of the national newspaper “El Universo” has thirty nine anglicisms which is equivalent to 41% of the total of anglicisms found in this variable making it the variable with the mayor frequency of anglicisms regarding to this section, the number of anglicisms obtained in the same section of the local newspaper “El Nacional” was of twenty anglicisms being equivalent to the 25% of the total number of Anglicism in this variable, on the other hand, the tabloid “El Extra” resulted to have the least frequency of use of anglicisms in this section being this a frequency of fifteen

anglicisms equivalent to the 43% of the total number of anglicisms found in this variable.

Regarding the **ads** the results show that the frequency of anglicisms in this subvariable was of twenty two anglicisms which are equivalent to 23% of the total number of anglicism of the variable national newspaper, on the other hand, the variable local newspaper was the one with the most number of anglicisms being its frequency thirty eight anglicisms equivalent to the 47% of the total percentage of Anglicisms in this variable; finally, the variable tabloid one more time resulted to be the one with the least frequency of anglicisms being these fourteen which are equivalent to the 40% of the total percentage of anglicisms in this variable.

The subvariable **social pages** has the lowest number of anglicisms compared with in all the variables; while in the variable national newspaper the frequency of anglicisms is of seven which are equivalent to the 8% of the total percentage of the same, eight are the anglicisms found on the variable local newspaper which represents the 6% of all the anglicisms; on the other hand, the frequency of Anglicism found on the variable tabloid is of 0 which represents the 0% of anglicisms in this variable; these percentages show that the variable with most frequency of anglicisms is the national newspaper and the one with the least frequency is the tabloid while the variable local newspaper keeps an intermediate level of percentage among the other variables.

The subvariable **sports** shows that the frequency of anglicisms found in the variable national newspaper reaches twenty six anglicisms equivalent to the 27% of the total percentage of anglicisms used in this variable, while in the variable local newspaper the frequency of anglicisms is lower being this seventeen anglicisms which represent the 21% of the total number of anglicisms found in this variable, and finally, the variable tabloid showed a frequency of five anglicisms that represents the 14% in this variable, being this the lowest frequency of anglicisms of all variables regarding this subvariable.

Finally, the last subvariable to analyze now is the subvariable **reports** which resulted to be the one with the least presence of anglicisms of all subvariables as it is stated next.

This subvariable showed an equality of frequency in all variables since the result of the frequency of the same is of 1% in the variable national newspaper as well as local newspaper and tabloid.

The possible causes of the results shown above must be to the kind of topics that every subvariable is related to; It is meant in the case of the variable ads for example it can be seen that in that section many cars on sale are advertised and the names for the parts of the cars taken into account for the description of these come in English since most of these cars are brought from the United States so the people get used to listen those names and they use them because that is how they know or recognize the parts of a car for example. An explanation in the case of the subvariable sports could be that the topics considered in

this section refer to international sports which obviously use English vocabulary since it is considered the co official language of forty five countries which represent a good number of the countries in the world.

In order to continue with this analysis the variables chosen for this research will be analyzed. Among the three variables analyzed “ the national newspaper “El Universo”, the local newspaper “El Nacional” and the tabloid “El Extra”” the results show that the variable with the mayor frequency of anglicisms is the national newspaper “El Universo” with a frequency of ninety six anglicisms “news 39, ads 22, social pages 7, sports 26, reports 1” as a total number of all the subvariables analyzed in this variable as it can be seen in chart sixteen, on the other hand, the variable local newspaper “El Nacional” keeps an intermediate level of frequency between the other two variables with a frequency of eighty one anglicisms found in the different subvariables of this as shown in chart seventeen. Finally, the tabloid “El Extra” with thirty three anglicisms showed the least frequency of anglicisms use of all variables as it is illustrated in chart eighteen.

The possible causes of the most and least frequency of anglicisms in the different variables must be for the kind of readership to which every variable is addressed to, thus, the coverage they have in the country.

Finally, in this part of the analysis anglicisms with the most and the least frequency will be analyzed.

Of a total of one hundred twenty two anglicisms found in the different variables analyzed I found out that the anglicisms with the highest repetition number in all the variables were: full 413 (four hundred thirteen) times repeated, club 122 (one hundred twenty two) times repeated, laptop 72 (seventy two) times repeated, gol 70 (seventy) times repeated, miss 53 (fifty three) times repeated, bar 51 (fifty one) times repeated. On the other hand, the anglicisms with the lowest repetition number were: power point, spot, offset, stand, medley, speed, punk, trash, performance, fitness, kickboxing, clown, shot, baby doll, light, shock, golf, standby, jeans, family, software, hardware, travel, openhouse, memory card, power, glitter, smock eyes, high light, fashion, excel, counter, high class, smocking, peeling, playback, billboard, bye, turf, basquet, cross country, winner, squash, feeling, singles, champions, blog, and stud with the frequency of just 1 (one) time of use, words like back, open, wild card, mountain-bike, baby shower, router, flash, party, ticket, switch, relax, casting, hit, word, look, and night club were repeated twice and finally, people, staff, clip, record, snack, grand slam, and karting were repeated three times as a total of their frequency in all the variables.

The possible causes for these results might be topics in which these anglicisms are used or whether they have already become accepted as part of the Spanish lexicon or not.

Sociological Analysis

This analysis is based on the opinion that Ecuadorian learned readers, linguists and journalists have regarding the use of anglicisms in Ecuadorian newspapers as well as the level of acceptance that anglicisms have. In order to get this data, an interview to seven persons (a Literature teacher, a journalist, and five learned persons) was conducted. From which it has been analyzed that:

First of all, it is important to highlight that four of the seven interviewed people didn't know what an Anglicism is, but after a short explanation of the term they could continue with the rest of the interview. Then, the majority of these persons do not agree with the use of anglicisms in Ecuadorian newspapers, the reasons given were that Ecuadorians have their own language and they should not distort it and what they should do first is to study their language, have a better knowledge of it and improve it instead of trying to introduce a lexicon from a different language when don't even know theirs perfectly. On the other hand, the other interviewees do agree with the use of these anglicisms because they think that English is an international language used in different fields and that in that way part of the lexicon used in this language would be learnt.

From the point of view of the interviewed people, Ecuadorian's cultural identity could be affected since the newspapers are means of communication of daily use and when anglicisms are used in newspapers, a discrimination against the Spanish lexicon is detected as well as the replacement of vocabulary that already exists in this

language for these anglicisms ending in an impoverishing of this Latin-American language.

Regarding to the comprehension of the texts given in the newspapers, these people agreed that it would be a problem for those persons who do not have any knowledge of this new vocabulary and can bring confusion to the interpretation of the same while for those who at least have some basic knowledge of this language it would not.

Personally, I think that as the world changes and new advances come in all fields with the globalization for example; the use of anglicisms would not really affect our language since Spanish people are a big community; this will never happen. When using lexicon from a different language this really gives us the opportunity to learn about other cultures because we have to remember that this is a multicultural world and we have to share the different aspects that are part of our culture with others.

Something we should have to keep in mind is that if in our lexicon there are equivalent terms for those anglicisms we are introducing into our language, we should try not to let these anglicisms replace our native lexicon. Adding new vocabulary to our lexicon is not bad but replacing our native existing vocabulary for these anglicisms is.

Conclusions

- ✓ This research demonstrates that the variable **national newspaper** is the variable with the highest frequency of anglicisms. It has 96 anglicisms compared to the variable local newspaper with 81 anglicisms and the tabloid with 35 anglicisms.
- ✓ The sub variables news with 39 anglicisms and sports with 29 in the variable national newspaper have the highest frequency of anglicisms compared to the same sub variables in the variables local newspapers and tabloid.
- ✓ The sub variables **social pages** with 7 anglicisms in the national newspaper, 5 in the local newspaper, and 0 in the tabloid and **reports** with 1 anglicism in all the variables showed the lowest frequency in relation to all the other sub variables.
- ✓ According to the results obtained from this research the most frequent anglicisms found in the sample chosen for this investigation are “**full**” found 413 times, “**club**” found 122 times, “**laptop**” found 72 times and “**gol**” found 70 times.
- ✓ The influence of the English language in the Ecuadorian written press as are newspapers, no matter the type of it, is considerably noticeable especially in sections such as news, ads, and sports.
- ✓ About the forty percent 40% of the anglicisms found in this research have already been accepted by the Royal Spanish Academy as part of the Spanish lexicon.

- ✓ Of thirty six 36 anglicisms detailed analyzed, according to their syntactic function in Spanish, the major part of them function as a noun, followed by a lower number functioning as adjectives, and very few as adverbs, prepositions and verbs.
- ✓ The semantic meaning of the majority of the anglicisms found in the study is the same as their original meaning in English and most of them are unnecessarily used since there are equivalent terms in Spanish.
- ✓ Most of the interviewed Ecuadorians do not agree with the use of anglicisms in Ecuadorian newspapers, since they think that they impoverish the language.

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Appendix

Appendix 1

Charts used for the collection of data in the section "Results".
Qualitative tabulation charts

Chart One

Variable: National Newspaper "El Universo"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Two

Variable: National Newspaper "El Universo"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date

Author:

Chart Three

Variable: National Newspaper "El Universo"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Four
Variable: National Newspaper "El Universo"
Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Five
Variable: National Newspaper "El Universo"
Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Six
Variable: Local Newspaper "El Nacional"
Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Seven
Variable: Local Newspaper "El Nacional"
Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date

Author:

Chart Eight

Variable: Local Newspaper "El Nacional"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Nine

Variable: Local Newspaper "El Nacional"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Ten

Variable: Local Newspaper "El Nacional"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article Type of Advertisement	Date

Author:

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: Social Pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Fourteen

Variable: Tabloid "El Extra"

Subvariable: Reports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Sixteen

Variable: National Newspaper "El Universo"

Anglicisms	Section	F	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author:

Chart Seventeen
Variable: Local Newspaper “El Nacional”

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author:

Chart Eighteen
Variable: Tabloid “El Extra”

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author:

The Most Frequent Anglicisms
Chart Nineteen

Anglicisms	Word Repetition Number
Total	

Author:

Appendix 2

Interview Form



UNIVERSIDAD TECNICA PARTICULAR DE LOJA

La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACION
MENCION INGLES

MODALIDAD ABIERTA Y A DISTANCIA

A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS

Interviewee: _____

Occupation: _____

Date: _____

1. ¿Sabe usted que es un anglicismo?

2. ¿Esta usted de acuerdo con la utilización de anglicismos en los periódicos ecuatorianos?

3. ¿El uso de anglicismos en medios de comunicación como son periódicos ecuatorianos puede afectar o poner en riesgo nuestra identidad cultural?

4. ¿Desde su punto de vista como lector, el uso de anglicismos en periódicos ecuatorianos enriquece o empobrece nuestro lenguaje?

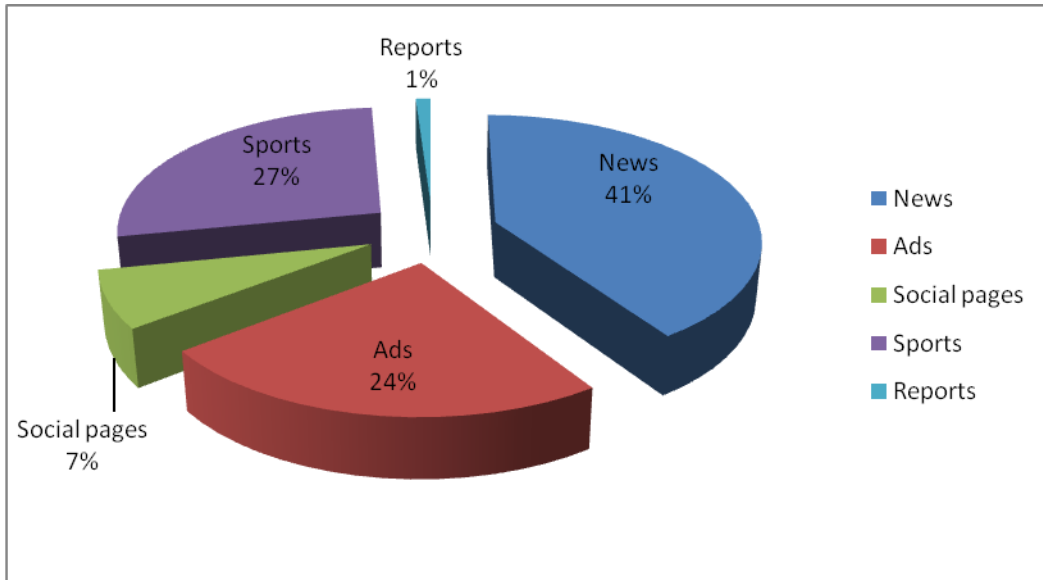
5. ¿Los anglicismos encontrados en un texto influyen o no en la comprensión del mismo?

Author: Sandy Soto

Appendix 3

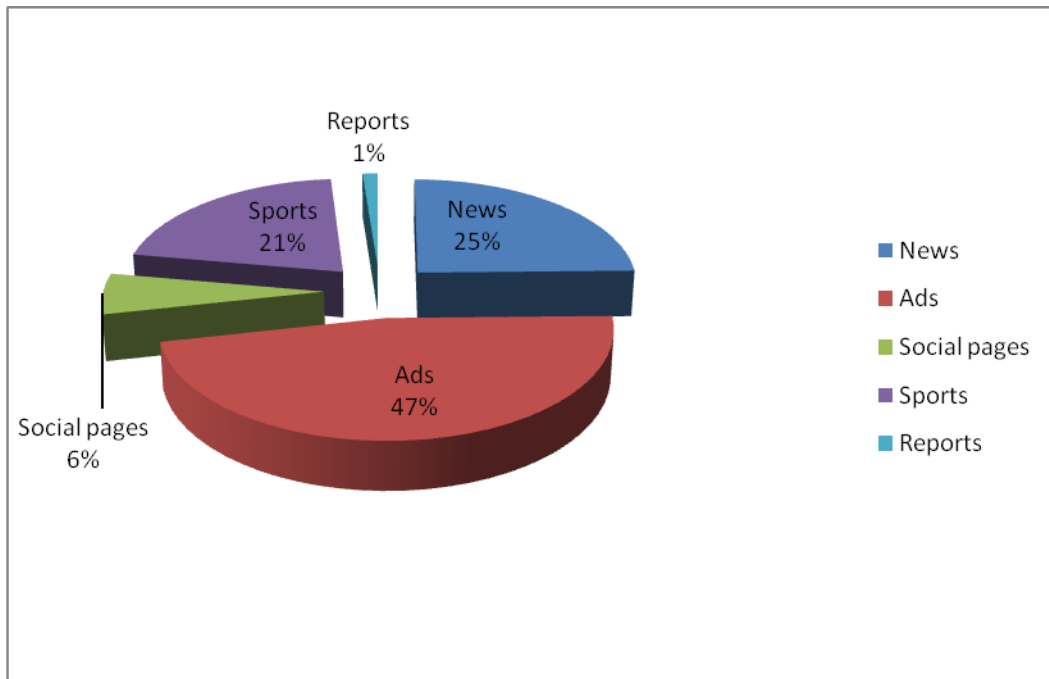
NATIONAL NEWSPAPER

“EL UNIVERSO”



LOCAL NEWSPAPER

“EL NACIONAL”



TABLOID “EL EXTRA”

