

**UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA**

La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN

MENCIÓN INGLÉS

**MODALIDAD ABIERTA Y A DISTANCIA**

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

Research done in order to achieve the

Bachelor's Degree in teaching

English as a Foreign Language

AUTOR:

Moya Castillo Elizabeth Alexandra

DIRECTOR:

M.S.Ed. CAMACHO GINA

**CENTRO UNIVERSITARIO AMBATO**

**2010**

**CERTIFICATION**

M.S.Ed. Gina Camacho

Certifies that:

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

Loja, September 16 2010

Signature \_\_\_\_\_

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Elizabeth Alexandra Moya Castillo

Author

## **DEDICATION**

For my beloved husband, my partner, my friend, my guide, and the one who inspired me to get ahead, prepared me every single day to reach my dream of being a teacher of this amazing language.

## **ACKNOWLEDGE**

To the Universidad Técnica Particular de Loja

La Universidad Católica de Loja.

For being areal open university and helping learners throughout our country to achieve our goals and especially to the researchers and teachers who prepared the Thesis Project Tutoring which has made my road to the top very clear.

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## **ABSTRACT**

The topic I have dealt with in my research:

A descriptive analysis of anglicisms used in Ecuadorian newspapers, has been very challenging and interesting; because it is a social issue that involves all of us. It is about the strong influence we are having from the English language-which is becoming the Lingua Franca of the world-in the Spanish we speak and write in Ecuador.

I carried out a research work of over six months in my hometown, Ambato in Ecuador, and I used as samples daily issues of the national newspaper "El Comercio", the local newspaper "El Heraldo", and the tabloid "Extra". In the research, I used mainly the Bibliographical and descriptive analytical methods, which are part of the scientific methods, as well as some valuable tools such as the Internet, good dictionaries like the Merriam Webster, the Active Study by Longman, the pequeño Larousse, etc. In addition, personal interviews with renowned language writers and readers.

The section where anglicisms appear more likely are: Ads and news, whereas the reports sections do not almost include anglicisms in their texts. Generally, technology as computers and new developments such as architecture, engineering, show business, etc bring these foreign terms to us. Many speakers in Ecuador agree to save and preserve our language, trying to avoid

the excessive use of anglicisms, except when our language lack of these meanings. But when television, music or literature spread out English terms so much that they become so popular to the point of taking over our own words, we should advise especially young people to retake the use of the Spanish colloquial equivalent terms.

Anglicisms are widely being used in Ecuadorian newspapers even though they are properly used and understood only by educated people who have certain level of culture and experience since most of the terms belong to technologies or professional fields. Whereas For the general reader some of the anglicisms are of difficult understanding and they may interfere in the general comprehension of the text that is why it is preferable to use a term belonging to our mother tongue whenever possible.

## **INTRODUCTION**

The research work began as an inquiry to know the richness of the use of the English origin words known as anglicisms in the Ecuadorian newspapers, regarding to the words related to technology, computers, fashion, business and science. They have become of daily general use and are increasingly becoming a part of the Spanish speakers and writers.

The present thesis also includes the ethymology of these terms, the grammatical function and the meaning of the word in the found context. When possible, the probable reason why the English equivalent word was used, rather than a Spanish equivalent word. Besides, the author has made a morphological analysis of the anglicisms, starting with the change or adaptations that these words may have gone through in the recipient language and the effect that the use of these words have had in our cultural identity.

Summarizing the acceptance or rejection of scholars of language and the common reader about the use of the English lexical, in addition noting down the impact that the Anglicism has in the understanding of the Spanish text, finally giving a criteria about whether this term enriches or deteriorates the Spanish language. This research work also contains a statistical section to establish the comparison and frequency in the use of the

anglicisms in the different Ecuadorian newspapers.

During the research process, I realized that the Ecuadorian mother tongue- Spanish, interfered in the proper use of the English words. Spanish writers and speakers tend to spanishize the anglicisms in the Spanish text, giving them an unnatural use you would never see it in an English-speaking country`s newspaper, they also use false cognates in compositions or essays. Additionally the English terms have suffered different morphological changes throughout Spain and Latin America, which do not exist in the English language, and these morphemes make think to those unaware writers or speakers of the language, that they are real English terms and that they could normally use them in English contexts or pieces of writing.

As far as I know my research work is one of the few ones currently carried out in Ecuador; however a remarkable study was summarized in a book published in Buenos Aires, Argentina by Cardoli Cecilia with the title: "Anglicisms in Buenos Aires Spanish". Another outstanding book about a specific topic is the adaptation of economic Anglicisms to the Spanish linguistic system, written by Paloma Lopez and published in the university of Cadiz-Spain. So, it is true to say that there is a huge field of research to be done on this theme, and therefore it is my hope that my research work be a first step and why not a kind of useful guide manual for further

information and may be wider research works as this paper contains first hand, well documented and scientific information about how big is the use and impact of the Anglicisms in Ecuadorian newspapers.

I got motivated for my research firstly for my true love for the English language and as a learner of it, I wondered whether it is correct or incorrect the indiscriminatory use of the English-origin words in the Ecuadorian newspapers and if people in the media are making good use of them. Of course, my second but most important motivation was to get my Bachelor's Degree.

My research work is based in serious and first hand bibliographical and electronic sources and in conversations with scholars, professors and the common reader. I had a medium level of achievement when I determined the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. Because the period of the research was, short and everyday there are new anglicisms getting in the Spanish texts, making a little difficult to measure the extension of the influence of these new terms in forthcoming days. Additionally the samples I used belong only to two national newspapers, and one local newspaper. In Ecuador, there are at least two other important national newspapers, three or four regional newspapers and every city of above fifty thousand people or so has its own local

newspaper making it again difficult to generalize the influence that the English terms are having in the linguistic expressions used in the Ecuadorian newspapers.

When I identified syntactic and lexical anglicisms more commonly used in newspapers material in Ecuador. I obtained a high level of achievement as I collected a great amount of issues of three kinds of newspapers, I made an extensive reading of the articles where the anglicisms appeared to see the words being used in context and identified the grammatical function they had in such a context.

Regarding to the research for the etymology I had the Webster's, the Collins dictionaries, and the on line Webster's for the syntactic-semantic analysis. I looked up in the Longman active study, the Harper Collins dictionaries, as well as on the Internet version of the Webster's. Finally for the morphological analysis I based my research work on my own experience on both languages and on conversations with friends, colleagues and scholars of languages, getting then a high level of achievement on the deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects, because I had plenty resources of research.

When determining the written sections of Ecuadorian newspapers in which anglicisms are mostly used, I read and



checked up enough issues, besides that all of these newspaper`s formats are well organized, and the different sections say news, politics,ads, sports,etc; are easily identified by any reader. That is why I got a high level of achievement for this aim.

Unfortunately, to know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers, I only obtained a medium level of achievement for this goal despite the interviews that I made. People differ in their opinion greatly from the ones who think that is acceptable to use the English terms in any field as long as they are trendy or necessary to the ones who stand for the purism of Spanish and avoid beyond any point the use of foreign terms including English ones.

## **METHODOLOGY**

To start my research work, I first studied the literature about how to present a thesis. The theoretical background included in the thesis project tutoring guide, which was essential for me to develop the scientific contents in an organized and sequential manner, then before I collected the samples for my work, I read the pages related to field research which allowed me to have a better idea on how to conduct my research.

I chose a national, a local, and a tabloid newspaper during a period of seven running days, I read the articles printed in all the sections, recognizing and underlining all the anglicisms that I found. Then, I made a list of all the phrases where they appeared in context classifying the terms by the sub variables. Then I began to tabulate the information in a chart to finally make a quantitative tabulation, including the section where the anglicism appeared, their frequency and percentage in each variable.

I continued my research work logging on the Internet and looking up in special dictionaries the etymology, the grammatical function and the meaning of the ten most frequent anglicisms for each variable. I worked out the changes, adaptations that the anglicisms have suffered. In addition, how the term enriches or deteriorates the Spanish language; next, I carried out a comparative analysis to state the possible causes of the results.

Finally, I interviewed readers and two well-known writers to bring up the sociological analysis of this topic, including of course my point of view.

The research work was performed in Ambato and the analysis of the anglicisms was done from issues of “El Comercio”, a prominent, serious newspaper printed in Quito; “El Heraldito” published in my hometown, a traditional newspaper closely related to the Catholic Church; “El Extra”, a sensationalist tabloid, which publishes mostly news about theft and murder.

To accomplish my research work I used the bibliographical method for gathering the scientific material for the theoretical background, and the analytical and descriptive methods in order to do the descriptive and statistical analysis. Selection of written material, note-taking, interviews and direct observations were some of the techniques I used to performed my thesis along with essential instruments such as: Direct observation forms, bibliographic cards, survey forms charts and some useful material like dictionaries, guides, Internet, etc.

After recognizing the Anglicisms I classified them by variable, The newspaper where the Anglicism appeared, by sub variables that is the section of the newspaper where it appeared. Then I drew a chart with the following headings: Anglicisms (the word), example (the context where the Anglicism is being used), the

frequency (number of times that the word appears in one article), the title of the article and the issue date. After that, I made qualitative tabs for the different variables with the following information: Names of the section (news, ads, social pages etc). where the anglicisms were spotted, the frequency of anglicisms for each section, the percentage and their total, finally we ranked the five most used anglicisms in a chart, from the most frequent on top to the least frequent at the bottom, and the number of appearances that the anglicisms had in the universe sample of the present research work. The samples were taken from the three kinds of newspaper during a period of seven running days, by a simple process. I separated the pages of the newspaper by sections before I began to scan the words of English origin in the different articles of the day, I underlined and listed them writing down the number of their appearances in every article and the edition date.

## RESULTS

### TABULATION AND PRESENTATION OF RESULTS

Words of English origin, which appeared in the news of an Ecuadorian national newspaper and their frequency.

Qualitative tabs

Chart One

Variable: National Newspaper "El Comercio"

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Ranking	Ranking mundial	1	Los empresarios se transforman en protagonistas	01/12/09
web	Portal de la web	10	Punto de enlace	01/12/09
Links	Links hacia la marina	7	Punto de enlace	01/12/09
Software	Amplían el software	4	Software	01/12/09
Shopping	Quicentro shooping	1	Construcción	01/12/09
Food court	Terrazas food court	1	Construcción	01/12/09
Round	Un round entre el presidente y el pichincha	1	Banca	01/12/09
Down	Síndrome de down	1	La Marina	01/12/09
Club	El club de poesía	3	Los piropos	01/12/09
Staff	Forman parte del staff	1	Los integrantes de tv ole	01/12/09
Code pink	Página oficial de code pink	1	Puntos de enlace	02/12/09
Bowling	El hecho se produjo en el bowling	1	Un hombre armado causó pánico	02/12/09
Gays	Lesbianas, gays, desfilaron.	4	La boda gay	02/12/09
Stands	Visitaron los stands informativos	1	6894 nuevos casos de sida	02/12/09
City	Presidente ejecutivo de mini city	1	Los niños y niñas aprenden sobre educación	02/12/09
Direct TV	Gerente general de direct tv	1	Televisión satelital premia	02/12/09
mall	El mal del sol	1	Innovaciones	02/12/09
Punk rock	Es un caso de Brujería, punk	1	Megan Fox	02/12/09

Ítems	Cada uno dividió en varios ítems	1	Punto de enlace	03/12/09
Campus	El recorrió el campus	1	La universidad del Carchi	04/12/09
Tours	Pachuca tours	1	declaratoria	04/12/09
Resort	Un resort en mompiche	2	Un resort en mompiche	07/12/09
Internet	Sala de convenciones e internet	3	La infraestructura	07/12/09
Chips	Fabricante de chips	2	Intel	07/12/09
Phone	Aplicación para el Iphone	1	Apple	07/12/09
Off shore	Núcleo financiero off shore	1	El ascenso y caída de Dubai	07/12/09
Jet	El jet fue promocionado	1	Tras un largo retraso	07/12/09
links	En la pagina hay tres links	1	Punto de enlace	07/12/09
Internet	Especialmente en la internet	1	Punto de enlace	08/12/09
Web	Esta es la pagina web	3	Punto de enlace	08/12/09
Link	En el link. Ley de transparencia	1	Punto de enlace	08/12/09
Boutique	Boutique de adornos	1	Punto de enlace	08/12/09
Web	Pagina web	4	Punto de enlace	11/012/09
Link	En el link guía ciudadana	1	Punto de enlace	11/12/09
Software	Teléfonos usan el software	1	Cual se quedara con la mejor tajada	11/12/09

Issues of el "Comercio", national newspaper printed and published in Quito, Ecuador.

Author: Elizabeth Moya

Words of English origin used in the content of the ads section of an Ecuadorian national newspaper.

Chart Two

Variable: National Newspaper “El Comercio”

Subvariable: Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Shopping	San luis shopping	9	De Pratti, solo hoy	01/12/09
Compact	Nuevo 207 compact	1	Auto Francia	01/12/09
Suits	Lindos suits	4	Apartamentos	01/12/09
Garage	Terraza, garaje.bodega	2	Apartamentos	01/12/09
Full	Full extras	14	Automóviles	01/12/09
Hardware	Oferta hardware	1	Computación	01/12/09
Chip	Celulares doble chip	6	Teléfonos accesorios	01/12/09
Jeans	Oferta de jeans	2	De Pratti solo hoy	03/12/09
Center	Marriot center sabe lo que quieres	2	Marriot Center	03/12/09
Stock	Hasta agotar stock	2	Días locos	04/12/09
Boucher	Con el Boucher ganador	5	Pasa tu tarjeta y gana	04/12/09
Mall	Mal del sol	2	El nuevo taller de Papa Noel	04/12/09
Store	Rio store	3	Hoy día	07/12/09
Grill	Grill y bar del Ecuador	1	Chilis	08/12/09
Shows	Shows en vivo	1	Condado shopping	08/12/09
Dry foam	Lavado muebles método dry foam	1	mantenimiento	08/12/09
Zoom	Zoom optica	3	Kodak comando	11/12/09
Mark	Cine mark	3	Lo mejor del cine	11/12/09
Duplex	Departamento dúplex	1	departamentos	11/12/09
Club	Junto al club	1	Haciendas	11/12/09
Self service	Industria self service	1	Línea Blanca	11/12/09

Issues of “El Comercio” national newspaper printed and published in Quito, Ecuador.

Author: Elizabeth Moya

English terms which appeared in the reports section of a national Ecuadorian newspaper.

Author: Elizabeth Moya

Chart Three

Variable: National Newspaper "El Comercio"

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Boom	En este boom del emprendimiento	1	Testimonio de aquellos días	01/12/09
Junior achievement	Director de la fundación junior achievement	1	La prensa escrita	01/12/09
Shocks	Estos shocks comenzaban con intensidad	2	Como fue que caímos en esto	02/12/09
Internet	Sondeo de opinión sobre internet	3	telecomunicaciones	02/12/09
Club	Club económico	2	La tachuela y el martillo	04/12/09
Off shore	El nivel financiero off shore para empresas	1	Wall street journal	07/12/09
Kit	Con la ayuda de un kit	1	Salud preventiva	07/12/09
Film	50 personas miraron este film	2	Redacción espectáculo	08/12/09
Web	Existe en la web	2	Los comentarios	08/12/09
Gangster	La novia de un gangster	1	Un año mas sin el niño malo	08/12/09
Thriller	Transitado camino del thriller entretiene	1	Sangre y misterio	11/12/09
Rock	Otros grupos de rock	2	Chévere	11/12/09
Tour	Su tour musical	1	Mc Cartney	11/12/09

Issues of "El Comercio" national newspaper printed and published in Quito, Ecuador.

Author: Elizabeth Moya



Lexical forms of English origin printed in the sports section of an Ecuadorian national newspaper.

Chart four

Variable: National Newspaper “El Comercio”

Subvariable: Sports

<b>Anglicism</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Staff	Quienes forman parte del staff	1	Los integrantes de tv ole	01/12/09
Club	La victoria que logro el club	11	futbol	01/12/09
Sport	Sobre el sport de recife	2	futbol	01/12/09
Ranking	Al tope del ranking	2	tenis	01/12/09
Software	El comunicador maneja el software	2	Liga en la final	01/12/09
Internet	Internet es su aliado	2	Liga en la final	01/12/09
Golf club	Quito tenis golf club	1	natación	01/12/09
Fans	La copa exhiben ante sus fans	1	Crónica	04/12/09
Sets	Se impuso en dos sets	1	Tenis	04/12/09
Marketing	El marketing de los dirigentes	2	Solo futbol	07/12/09

Issues of “El Comercio” national newspaper printed and published in Quito, Ecuador.

Author:Elizabeth Moya

Anglicisms used in the news section of a local Ecuadorian newspaper and their frequency.

Chart five

Variable: Local Newspaper “El Heraldo”

Subvariable: News.

<b>Anglicisms</b>	<b>Example</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Passion sexy	Lanzamiento de joyas passion sexy	2	Lanzamiento de joyas	30/11/09
Internet	Para compras por internet	4	Venezuela	01/12/09
Web	Página web de la empresa	5	Interrupciones de energía eléctrica	01/12/09
Link	En el link de suspensiones	1	Interrupciones de servicio eléctrico	01/12/09
Mall	Energía alterna en el mall	1	Tungurahua	02/12/09
Hosting	Así como adquisiciones hosting, soporte técnico	1	Cenec comunidad informática	02/12/09
Chefs	Escuela de chefs	4	Olimpiadas del saber	03/12/09
Photoshop	La magia del photoshop	2	Cursos tecnológicos	03/12/09
Buffet	Ofrece exquisitos buffet	1	El mirador de leo	03/12/09
Rock	Mañana capital rock	2	Mañana capital rock	04/12/09
Marketing	Tercer nivel de marketing	1	Automotores de la sierra	07/12/09
Campus	En el campus de huachi	1	Foro ciudadano	07/12/09
Juniors	Los juniors	1	Hoy, día mundial de los juniors	07/12/09
Hall	El hall de la biblioteca	1	Hoy, taller artes plásticas	07/12/09

Issues of “El Heraldo” local newspaper published and printed in Ambato-Tungurahua.

Author: Elizabeth Moya

English terms included in the ads section of a local Ecuadorian newspaper.  
 Chart Six  
 Variable: Local Newspaper "El Heraldó"  
 Subvariable: Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Mark	cinemark	5	Lo mejor del cine	30/11/09
Ticket	La presentación del ticket	6	Lo mejor del cine	30/11/09
Web	Sitios web	4	cursos	30/11/09
Flash	Flash de cámara	1	cursos	30/11/09
Internet	Cursos de internet	3	cursos	30/11/09
Photoshop	La magia de photoshop	2	cursos	30/11/09
Fulltime	Para fulltime	2	Asistencia fulltime	30/11/09
Garage	Garaje para 6 vehículos	7	Vendo casa alborada	01/12/09
Mall	Frente al mall	5	Institución educativa	01/12/09
Restaurant	Restaurant necesita salonero	4	Pollos de campo	01/12/09
Closet	4 dorm. Con closet	1	arriendo	01/12/09
Buffets y snacks	Restaurantes buffets y snacks	1	decameron	03/12/09
Show	Show todos los días	1	decameron	03/12/09
Full	Gran vitara full	1	vehículos	03/12/09
Marketing	Conocimientos en marketing	1	Importante institución deportiva	04/12/09
Software	Software administrativo	1	Vendo clínica	04/12/09
Express	Servicio express	1	El heraldo	04/12/09
Chefs	Nutrición chefs gastronomía	1	Instituto superior tecnológico	07/12/09
Overlock	Maquina recta overlock	1	Económicos comunes	07/12/09
Suit	Arriendo suit	1	Económicos comunes	07/12/09
Camping	Area de camping	1	Clasificados especiales	07/12/09
Relax	En total relax	1	Clasificados especiales	07/12/09
Hatchback	Versiones en hatchback	1	automóviles	11/12/09

Tour	Tour enero 31	4	Paraíso travel	11/12/09
Travel	Paraíso travel del kacho	2	Paraíso travel	11/12/09
Jacket	Tenemos camisetas, jackets, zapatos.	1	Ropa americana	11/12/09
Bank	Banco del bank	1	El banco de delgado travel	11/12/09

Issues of "El Heraldo", local newspaper printed and published in Ambato-Tungurahua (Ecuador)

Author: Elizabeth Moya

Words of English origin printed in the social pages of an Ecuadorian local newspaper.

Chart Seven

Variable: Local Newspaper “El Heraldó”

Subvariable: Social pages.

<b>Anglicisms</b>	<b>Example</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Babyshower	Organizaron un te de bayshower	4	bayshower	30/11/09
Internet	Conocimientos de internet	2	Importante empresa	30/11/09
Club	Las damas del club	2	reunión	01/12/09
Pizza	Méndez se come una pizza completa	2	Eva Méndez	02/12/09
Strippers	Envió 5 strippers	1	Robin williams	03/12/09
Chefs	Turismo y chefs de uniandes elijen reina	3	Turismo y chefs de uniandes	04/12/09
Glamour	Tendrá elegancia y glamour y belleza	1	Turismo y chefs de uniandes	04/12/09
Vip-drive	Lanzamiento de escuela de conducción vip-drive	1	Lanzamiento de escuela de conducción	07/12/09
Pampers	Dono vacunas, pampers y colaboro	1	Salma Hayek	11/12/09

Issues of “El Heraldó” local newspaper printed and published in Ambato-Tungurahua (Ecuador).

Author: Elizabeth Moya

Anglicisms used in the context of articles appeared in the sports section of a local Ecuadorian newspaper

Chart Eight

Variable: Local Newspaper "El Heraldó"

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Club	El hijo prodigo retorna al club	5	Damian Manzo	30/12/09
Master	Futbol internacional master	2	Dos empates en el futbol internacional	01/12/09
Sport	Arquero del club sport Emelec	1	AER, premio a Marcelo Elizaga	01/12/09
Sporting club	Barcelona sporting club	1	No he pensado en la contratación de Cabiedes	02/12/09
Rally	Organización del rally	3	Rally de Baños	03/12/09
Karting	Un campeonato de Karting	5	Campeonato de Karting	03/12/09
Stock	Contamos con todo el stock	1	Conduciendo motos uno	03/12/09
Flu	El popular flu lleo, a refugiarse	1	Cortos deportivos	04/12/09
United	Valencia vuelve a anotar con el United	2	Valencia vuelve a anotar al United	07/12/09
Autocross	Ultima prueba de certamen de autocross	2	Finaliza campeonato de Autocross	11/12/09

Issues of "El heraldo", local newspaper printed and published in Ambato-Tungurahua (Ecuador).

Author: Elizabeth Moya

English words appearing in the news section of an Ecuadorian tabloid and their frequency.

Chart nine

Variable: Tabloid "Extra"

Subvariable: News

<b>Anglicism</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Internet	Llevar la internet a zonas pobres	8	Organismos públicos y privados	30/11/09
Web	La próxima web	5	Expresso.com	30/11/09
Chatear	Investigan algún tema al chatear	1	Los cibercafés viven su peor crisis	30/11/09
Test	El tipo de test	2	Educación	30/11/09
Item	La teoría de respuesta al ítem	1	Educación	30/11/09
Erase	Erase una vez el pci	1	Crónica internacional	30/11/09
Ranking	Ranking de percepción	1	Eje de la corrupción	01/12/09
Blog	El blog que mueve la isla	3	Crónica internacional	01/12/09
Flash	Memorias flash	1	Crónica internacional	01/12/09
Outlet	Llegada del pap Noel al outlet	1	Navidad	01/12/09
Campus	Tecnología del campus	3	Breves de educación	01/12/09
Launge bar	Local tipo launge bar	1	Breves de educación	01/12/09
Shock	Se quedo en shock	1	En corto	01/12/09
Ladies night	Especial de ladies night	1	agenda	01/12/09
Mall	Cuerina vendieron en el mal	3	Fashion	01/12/09
Shows	Cuando hay shows	3	Crónicas nocturnas	01/12/09
Chef	El chef ejecutivo del hotel	1	empresarios	01/12/09
Breakers	En la caja de breakers	4	Llamada contaminaron	02/12/09
Link	Link de uso múltiple	1	Buque insignia del ecuador	02/12/09

Gays	Gays protestan por la boda	3	Ecos del mundo	02/12/09
Club	Organizada por el club	2	Breves de la ciudad	02/12/09
Lunch	Yo le regalo mi lunch	1	Navidad con regalos	02/12/09
Baypass	Con el conocido baypass	1	Fue inaugurada oficina	03/12/09
Shopping	Paseo shopping	1	6 asaltos de sacapintas	03/12/09
Lobby	En el lobby del centro	1	Show de clausura	03/12/09
Playboy	Era un playboy	1	El imperio de los tous	08/12/09
Market	En un minimarket	1	Los grandes ayudan a los proveedores	08/12/09
Light	Descafeinados y light	1	Periódicos pagaron el 12%	11/12/09
Best seller	Se convirtió en bestseller	1	El libro	11/12/09
Online	Bautismo online	1	internacionales	11/12/09

Issues of "El Extra" Ecuadorian tabloid published and printed in Guayaquil-Guayas (Ecuador)  
Author: Elizabeth Moya



Terms of English origin appearing in the ads section of an Ecuadorian tabloid.

Chart ten

Variable: Tabloid "Extra"

Subvariable: Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Bank	Banco del bank	1	El banco de delgado travel	30/11/09
Travel	Delgado travel	1	El banco de delgado travel	30/11/09
Web	La pagina web	3	Espresso.ec	30/11/09
Night club	Vendo night club	1	Vendo	30/11/09
Stock	Con garantía de stock	1	Diabetes	30/11/09
Club	El club de suscritores	3	Cartelera del 2 al 9	02/12/09
Full	Full equipo	7	Vehículos	02/12/09
Suite	Hostal suite	3	hoteles	02/12/09
Shopping	San Marino shopping	1	Navidad	04/12/09
Stand	Nuestro stand en expocuenca	2	Expocuenca	08/12/09
Marketing	Marketing y comunicación	1	La experiencia laboral	08/12/09
Call center	En buen uso el call center	1	Experiencia laboral	08/12/09
Newsletter	Subscríbete al newsletter	1	Espresso.ec	11/12/09
Show	Excelente show	1	Eventos	11/12/09
Buffet	Desayuno buffet	1	Cafetería la Canga	11/12/09

Issues of "El Extra" Ecuadorian tabloid published and printed in Guayaquil-Guayas (Ecuador).

Author: Elizabeth Moya

Anglicisms used in the content of the social pages of an Ecuadorian tabloid.  
 Chart Eleven  
 Variable: Tabloid “Extra”  
 Subvariable: Social Pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Internet	Un novio por internet	2	Aura Cristina	30/11/09
Web	En su pagina web	2	Heidi presenta a su hija	30/11/09
Sexy	Demasiado sexy	1	Megan Fox	30/11/09
Show	Un show para nostálgicos	4	Show artístico	30/11/09
Club	Anexo del tenis club	2	Enlace eclesiástico	30/11/09
Click	Click	4	Click	30/11/09
Chefs	El equipo de chefs	1	Una visita al Liverpool	30/11/09
Shock	En estado de shock	1	Me pica la lengua	30/11/09
Lobby	En el lobby	1	Show de clausura	02/12/09
Reality	Un programa de reality	1	Jackson destrono a Spears	02/12/09
Sexy	Una sexy mujer	1	En corto	02/12/09
Mall	En el mal del sol	1	El rock and roll fue su inspiración	02/12/09
Concert	Un café concert	1	Un café concert	02/12/09
Night	Un night bazar navideño	2	Un night bazar navideño	11/12/09

Issues of “El Extra” Ecuadorian tabloids published and printed in Guayaquil-Guayas (Ecuador).  
 Author: Elizabeth Moya

English words printed in the reports section of an Ecuadorian tabloid.  
 Chart twelve  
 Variable: Tabloid “Extra”  
 Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Hip hop	Raperos, roqueros y hip hop	1	Pasillo	30/11/09
Laptop	Escribiendo en su laptop	1	En la mira	01/12/09
Background	Tenia ya mucha background	1	Mellic, la reportera original	03/12/09
Best seller	Se convirtió en best seller	2	El libro	04/12/09
Playboy	Era un playboy	1	El imperio de los tau	08/12/09
Hippie	Con apariencia de hippie	1	No tenia ni idea	11/12/09

Issues of “El Extra” Ecuadorian tabloid published and printed in Guayaquil-Guayas (Ecuador).

Author: Elizabeth Moya

Lexical forms of English origin used in the sports sections of an Ecuadorian tabloid.

Chart thirteen

Variable: Tabloid "Extra"

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Number of times that the Word appears</b>	<b>Title of the article</b>	<b>Date</b>
Corner	El lanzamiento de un corner	1	Se vio un golazo	30/11/09
Master	En la historia del master	2	Tenis	30/11/09
Club	Con el presidente del club	3	Continúa la crisis en el semillero	01/12/09
Junior open	Segunda ronda del junior open	2	Tenis juvenil	01/12/09
Chips	Sistema de chips	1	Montenegro salvo el honor	01/12/09
Finish	Foto finish para mejorar el cuento	1	Montenegro salvo el honor	01/12/09
River mall	Cines del river mall	1	Breves nacionales	02/12/09
Crack	Un crack reconocido	1	Europa a sus pies	02/12/09
Net	Provocando en la net	1	Torneo quito junior open	02/12/09
Ranking	No pudo mantener el ranking	1	Premiación de granasa	11/12/09
Tour	En el tour del 2009	3	El titular de la entidad	11/12/09

Issues of "El Extra" Ecuadorian tabloid published and printed in Guayaquil-Guayas (Ecuador).

Author: Elizabeth Moya

Frequency and percentage of anglicisms by section in an Ecuadorian national newspaper.

Chart Fourteen: **QUANTITATIVE TABS**

Variable: National Newspaper "El Comercio"

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	68	23.85
	Ads	157	55.08
	Social pages	-----	
	Sports	40	14.03
	Reports	20	7.01
	<b>Total</b>	285	99.99

"El Comercio" published and printed in Quito, Ecuador.

Author: Elizabeth Moya

Frequencies percentages of English words printed in the different section of an Ecuadorian local newspaper.

Chart fifteen

Variable: Local Newspaper "El Heraldo"

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	29	17.15
	Ads	83	49.11
	Social pages	21	12.42
	Sports	36	21.30
	Reports	-----	
	<b>Total</b>	169	99.98

"El Heraldo" published and printed in Ambato-Tungurahua (Ecuador)

Author: Elizabeth Moya

Frequency and percentage of lexical forms of English origin in the different section of an Ecuadorian tabloid.  
 Chart sixteen  
 Variable: Tabloid "Extra"

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	65	40.62
	Ads	35	21.87
	Social pages	29	18.12
	Sports	23	14.37
	Reports	8	5.00
	<b>Total</b>	160	99.98

"El Extra" published and printed in Guayaquil-Guayas (Ecuador).  
 Author: Elizabeth Moya

### **The Most Frequent Anglicisms In Ecuadorian Newspapers**

Chart seventeen

<b>Anglicisms</b>	<b>No. Veces que se repite la palabra</b>
Full	107
Club	69
Web	43
Suite	28
internet	26
<b>TOTAL:</b>	273

Issues from

"El Comercio", "El Herald", "El Extra", Ecuadorian newspapers.  
 Author: Elizabeth Moya

## **DISCUSSION**

In the following lines, I will interpret and explain the relationship between the theory and the findings. I did both, a qualitative and a quantitative analysis of the anglicisms that I found in ads, social pages, reports, sports, news. I also stated my inedited own experiences in this field, finally I will note down some conclusions that I came out with related to the and level of impact that anglicisms are having in the Ecuadorian press and eventually in our society.

The discussion section of the thesis is made up by three main parts: the theoretical background, which is the frame of my research work since it includes the scientific contents, which support the findings in my thesis, and was the guide to conduct my studies. It also includes quotations on essential definitions of different fields of language as well as experiences of previous studies and the most important conclusions that these researches come up with. The second part of this section is the description, analysis and interpretation of results, which is the core of my research work and my contribution to the knowledge of which anglicisms are being used in Ecuadorian newspapers. How this terms are used in Spanish contexts, the deal of their influence and if these terms have suffered a morphological change in the recipient language, and finally the discussion section states some conclusions that me as a researcher

drew through out the period that this thesis was being carried out, especially when my findings were obtained and compared with former studies.

## **THEORETICAL BACKGROUND**

The aim of this paper is to provide a wide range of insights in the study of Linguistic mechanisms, and the terminological field which involves the scientific study of a language, providing us a clear explanation of the different topics, included in the study of linguistics; focusing on lexical terms regarded as anglicisms. It will become a part of a broader study, regarding the use of anglicisms in Ecuadorian newspapers. The understanding of the linguistics terminologies will help us to analyze and especially understand how anglicisms are being used in the context of our language. How the Spanish speakers have changed these original English forms in their daily use and an analysis of whether these foreign terms make our language better or on the contrary interfere in the use of the colloquial terms and deteriorates Spanish.

## **LANGUAGE**

Human language is based on the capacity of human beings to communicate by means of signs, mainly using the linguistic sign. Thus, for humans, language is extremely developed and more sophisticated than other animal species. Our brain is capable of encoding and decoding information. In an article written by A. R.



Luria (1977) mentioned “by language we understand a system of codes that we use with their help to distinguish objects from the exterior world, their actions, qualities and relations between each other”. In a sense, language is what makes us human.

We can communicate feelings, emotions, and directions when we use language to cause and prevent an action, so language is a subtle and complex instrument that humans use to express an incredible number of different things. Human language is an evolutionary adaptation that happens only on human beings of the Homo sapiens species. Their behavior in human beings is not instinctive; rather it has to be acquired by being in contact with other human beings. Better yet language in human beings has the capacity to express ideas, together with emotions, by means of articulate sounds, writings, and signs, from which it is possible to have an understanding between individuals.

Secondly, language allows the expression of thought and development of wishes and affections. “Language is an instance or faculty that arises to explain that all humans speak to each other”. (J.P Bormchart, 1957) Despite this fact, in western philosophy, language has always been associated with reason, therefore it relates to the human way of using symbols.

The most obvious manifestations of this are spoken languages; on the other hand, there are also written languages and a system of

visual symbols like sign languages, an example of this is called the “Cuneiform”, cited in Ipser Guido, University of Kassel (1897) as being one of the first known forms of written language. Moreover, spoken languages have been in existence by thousands of years before the written languages.

The origin of language has always been of great interest to philosophers, because it is such an important characteristic of human life, for instance Aristotle treated humans as creatures with reason and language. Still Hobbes, John Locke and many others claimed that language is merely an extension of speech. In other words, reason is a primary characteristic of human nature. According to Watson (1924), “Language is a manipulators habit”. According to William (1955) *The human Capacity for Language*, “It is language that makes us human, though animals have their own, often intricate and sophisticated communication systems, they do not have our language, therefore, they are different from ourselves, not human”. In other words, language is clearly a supreme power. As a result, language goes in a form of progression, goes from speech to written form and finally we get to the point of comprehension and grammar; from its historical and social point of view.

Human language has given way to languages that live, die, go from one place to the next, and change from time to time. In conclusion, language and reason is what makes us human.

## **LINGUISTICS**

Linguistics is the scientific study of language. It focuses on describing and explaining language and it is concerned with rules of the language, thus linguistics is not limited to grammatical theory; linguistics shares common ground with other sciences such as psychology, anthropology, sociology and archeology. In addition, linguistics is concerned with how the human brain functions.

Many scholars have defined linguistics as firstly the scientific approach to the study of language, concerning it with describing and explaining the maturity of human language. Despite this fact, there is a wide variety of approaches to linguistics study, and can be loosely divided. Secondly, we can mention the formalist approach, which stresses out the importance of linguistic forms and seek explanations for the study of language forms within the linguistic system itself.

One example that is given is, that language shows repetition, and for it to happen; it could be a circumstance of the rules. Despite this fact, functionalist linguists view the structure of linguistics as if being driven by its function. What they mean by that is that most of the time we put topical information first in the structure. Linguistics sympathizes itself with describing and explaining the divisions of human language. All humans acquire competence in whatever languages we speak. We acquire such a language when we are growing up with apparently little need for explicit instructions,

whereas animals born on the other hand, what has been labeled as non-humans acquire their own communication system; so they do not acquire what we know as human language. In spite of this, animals can learn to respond to human language or be trained to follow instructions given with it, which is an innate biological potential of modern human beings.

Besides linguistics is descriptive; that is it describes and explains language without making subjective judgments on whether a particular feature is right or wrong.” Linguistics is a grouping of meanings and forms, in this sense, form may contain sound patterns, movements of the hands, written symbols etc.” Greenberg, (1948).

Summing up, “Linguistics is the study of the nature and structure of language “Britannica Concise Encyclopedia (1992)”.

### **BRANCHES OF LINGUISTICS**

Linguistics has several branches: Phonology morphology, syntax, semantics and pragmatics.

According to Newmayer (1986) phonology studies sound or sign patterns of language, it concentrates on how sounds are organized in a certain language, and studies what happens when speech sounds are combined to form a particular word, and its particular interaction with each other. Concerning morphology, it studies how words are form, structured, how words are placed together, and rules concerning such a process. Secondly, the

elements that combine to form words are called morphemes that are the smallest unit of meaning that you can have in any language. Therefore, if we use the word “cats” as an example, it contains the morphemes cat and the plural –s. In addition, in the linguistic discipline, we find syntax, which studies how words combine to form grammatical sentences. It attempts to describe what is grammatical, in a particular language in terms of rules.

In other words, the structure of the English language for example, would have a subject-verb-object, what it is called a sentence order.

Another linguistics discipline that studies the meaning of words in this case are called semantics. It studies the meaning of words describing how we represent the meaning of a word in our mind and how we represent it in a sentence; consequently, Semantics studies logics in philosophy.

Phonetics studies the physical properties of speech, its production and perception. It concentrates on the sounds of language. Phonetics is related to the science of acoustics. In addition, there are three sub disciplines of Phonetics, which are worth mentioning to explain more the disciplines of linguistics and are as follows:

Articulatory Phonetics: It is the production of speech sounds.

Acoustic Phonetics: It Studies the physical production and

transmission of speech sounds.

Auditory Phonetics: Studies the perception of speech sounds.

Pragmatics: Studies how utterances are used in communication and its importance in the context nonlinguistic knowledge in the transmission of meaning. Newmeyer (1986)

### **MORPHOLOGICAL PROCEDURES**

The combinations to form neologisms are called morphemes, which are the smallest unit of meaning you can have in a language. An example could be the word days, containing the morphemes day and the plural s. Again, "Morphology is a field of linguistics focused on the study of forms and formation of words in a language. Oxford English Dictionary (1970).

A morpheme is the smallest indivisible unit of a language that retains meaning. For instance, there are three types of languages on morphology and these are Polysynthetic, analytic or isolating languages and Agglutinative languages.

Words that are connected by morphemes are known as polysynthetic words, for instance, we can identify polysynthetic words when morphemes are together and their meaning change, when this happens; it is called fissional or inflected languages. English language is a good example of it.

Analytic or isolated languages are when morphemes remain independent, finally, agglutinative languages are another type of

polysynthetic languages because it is when morphemes are connected, but remain unchanged. In addition, we can mention other researches about morphology, which could help us, understand more its meaning. "Morphology is the study of the internal structure of words and of the rules by which words are formed, to know a word is to know its meaning, pronunciation, definition, part of speech, history, non-standard/slang, whether the word is vulgar, whether the word is obsolete". Mc Guigan (2003-2009) similarly, morphology comes in contact with people even if you are not involved with the study of morphology. What I am trying to point out is that when someone learns a new word, and at the same time uses it in the past tense, in the plural form or as a noun, that individual is applying the rules of morphology without knowing it. Secondly, we can give a definition to the different components in morphology such as:

Lexicon is defined as the speaker who has knowledge about the grammar and the use of morphemes. Some people call Lexicon as the speakers' mental dictionary. The intention of this meaning is that the speaker has knowledge of the grammatical category, nouns, verbs, adjectives, and their individual significance. Under Lexicon, we can mention the words that are called; "open class words", or lexical content words, since we can add new words to these classes. To further understand this reasoning we can add examples such as the word download, which means when you are transferring information

from one computer to another. Similarly in nouns we can attach the suffix s, to make it plural and take-'s, to mark possessive, an example is as the following; one bottle, two bottles, peter's bottle.

In verbs we attach- ed, s, ing, as in played, plays, playing, brighten. On the other hand, in adjectives we attach the suffixes -er, est, as in smaller, smallest, wider, widest etc .Similarly in adverbs, we attach the suffix -ly, as in nicely carefully.

Additionally grammatical words are also known as closed class words; this class of words despite being in the grammatical role does not carry the main semantic context. They are also words limited in language, to make the definition clearer we can add the following examples:

Pronouns:

I- we- mine- he- she- so on.

Prepositions: In, of.

Connectors: And, or, but.

Intensifier: very, too.

Negation: no, not.

Modals: can, could, shall, may, might, must.

Determiners: a/an, some, several a few.

Morpheme: It is known as, the smallest unit of linguistic language. Mc Mahon (1994). A single word could be composed of



one or more morphemes. Thus, a clear example to explain the meaning of morphemes could be the word *unsystematically*, which has five separate morphemes like, *un + system + atic + al + ly*.

Secondly, in the category of morphemes we can site a few sub components of morphemes, such as free morphemes. They are being used as a word of its own like, *girl, desire*. Whereas, bound morphemes are words that cannot be independent words, so we can mention that prefix, suffix and circumfix are bound morphemes. In addition, root morphemes cannot be divided into smaller parts, as it happens in regular morphemes like, *remit, uncounted, receive*.

Finally, we are going to refer to stem morphemes, these happen when a root morpheme is combined with affix morphemes, as in *downhearted* formed by *down plus heart plus ed*, not *down plus hearted* or *lightheaded*, formed by *light plus head plus ed*.

## **HISTORICAL LINGUISTICS**

As the name implies, it studies the history and the evolution through time of a language; using the comparative method. It classifies language in what linguistics call “language families”, which developed from similar ancestors. Thus involving a comparison of different elements from different languages; making possible to find out similarities. So that we can reconstruct and understand how different languages have changed over the years.

Some of the earliest linguistic activities can be found in India

during the 8<sup>th</sup> century BC, and it is worth mentioning one of its earliest survivors, which is the Vedanga discipline of Vyakarana, in it we could find several generations of grammar rules written by Panini, 520-460 BC. In addition, historical linguistics involves the study of etymology, which is the study of the history of words. However, we cannot get confused with synchronic linguistics, which studies languages; rather we can call historical linguistics as well as diachronic linguistics. To support this idea, we can quote Mc Mahon, who said the following:

McMahon (1994) states that, Historical linguistics was among the first linguistic disciplines that emerged and was the most widely practiced form of linguistics in the late 19<sup>th</sup> century.

However, going back in history we find that there was linguistic activity in the Greek and Roman era.

In India with the analysis of the Sanskrit, the pratishakhyas in the 8<sup>th</sup> century B.C. We find that Sanskrit is an ancient Indian language, mostly an Indo-European language, which is the ancestor of most languages in the northern south Asia; it had a large cultural and linguistic influence on this part of the world.

Western linguistics begins in classical antiquity with grammatical speculation such as Plato's Cratylus. The first important work of the Greeks was the creation of the alphabet.

Thus, by creating the alphabet we find the introduction of writing and poetry works.

According to Greek and Roman Antiquity; “one of the greatest of the Greek grammarians was Apollonius Dyscolus”, Britannic Encyclopedia. Further more, it is known that Apollonius did or wrote many works on syntax, semantics, morphology, prosody, orthography etc. Next, we can mention a Middle Eastern linguistic known for making a professional description of Arabic in the year 760, in his famous book, the book of grammar, which brought to our attention the linguistic aspects of language. Further, more, we find that in the late 19<sup>th</sup> century in Europe, “the study of linguistics was largely a perspective of philology or historical linguistics” Greenberg (1948).

Additionally, a basic understanding on historical linguistics is that languages are constantly changing over time; in this case, historical linguistics tries to describe the changes that these dimensions undergo throughout their historical development. Throughout history we come to understand that history in this case historical linguistics, help us understand the causes and factors that provoke a temporary variation in language in the political, emotional, geographical, social, intercultural levels; causing more interest in discovering the systematicity of language change. That way we are able to make any predictions about the past or the future growth of any language, undergoing or following a system, but subject to some

general principals and processes.

There are wide varieties of approaches to linguistics during its history. Studies done on the subject have come out to be loosely divided into its functionalist approaches. Although, formalist approaches in history stresses out the importance of linguistic forms, and seek explanations throughout its history for the formation of language within the linguistic system. To sum up, we have to accept that in historical linguistics, languages are always changing, and are one of the most dynamic areas of culture.

### **LANGUAGE CHANGE**

“The complexities of language change are studied by scholars in linguistic, education, political science, history, law, sociology and anthropology”. Clevedon(1991).

As people change over time, language changes too. Since we are too busy during our day-to-day interactions with others, we may fail to see its changes; but those changes are there. For instance, humans are born, grow, get older and die. Languages behave almost the same way, languages flourish, grow over time and during this period, some languages just die. To illustrate this, we are going to use a simple but understandable example: An immigrant family moves from one continent to another, and must start communicating in the new language, they have to integrate, and otherwise it will not be a nice place to live. The family will become isolated and will not be

prosper, they must integrate into the mainstream society. Therefore, over a period of time they lose their native language and become difficult for them to communicate with their homeland language.

Besides, languages are interconnected with the societies that gave them birth; both depend on each other, if a society is strong economically, socially and culturally, such a language rises and dominates other languages. For example, the English language that is a part of a great society dominates other societies because of its strong economy. Moreover, the English language dominates and because it dominates, such a society can be the cause for the extinction of a less prepared society and in time its language.

Additionally, with language extinction, we lose more than its sounds and structure; we lose its culture, beliefs, literature. In addition, it could be the end of a society and with the death of a language; we lose its entire history.

However, language changes could also happen with the help of our own hands, for instance in societies such as in ancient Greece, people just stopped speaking their own language because of invasions from other more powerful societies. The new language started taking over, and in time the native language dies, and nowadays we can find those languages in writings on walls of ruins of that society, as the once we find in ancient Rome, Greece, etc. We now know them as hieroglyphics. Huebner (1987) mentions the

following, “the gradual displacement of one language by another in the lives of community members. Thus, language is a very important marker of our ethnic identity”, so it becomes a very important cultural value.

Consequently, Huebner (1987) summarizes “We can select some conditions that affect language change: Origin of the contact situation, status differential in power and economics, cultural values, demographics, status of the writing system, literacy, dialect diversity, inter lingual distance and mass media”.

### **LANGUAGE VICE**

“The word vice comes from the Latin word vitium, meaning failing or defect”. (Wikipedia, the free encyclopedia)

In the English language the word, vice refers to vicious, which means “full of vice”. Thus, the word vice may refer to a defect or a bad habit. Similarly synonymous for vice may include the following, (Collins English dictionary 5<sup>th</sup> edition, Harper Collins Publishers, 1979) “fault, depravity, sin, iniquity, wickedness and corruption”.

However, vice have other meanings like prostitution, obscenity, as is also used in law enforcement, when it deals with gambling or any other situation related to something against the law. The department that deals with it is called vice squad.

In addition, vice closely relates to behaviors or attitudes that go against an established virtue of our culture.

### **NEOLOGISMS**

Neologisms are words or phrases that are invented to describe a new thing, or to give a new name to an old idea. To clarify this idea, Easton (1998) says, "A neologism is the term used to describe a word that has been made-up or invented by a speaker, which appears in a transcript of spontaneous speech dialogue. It can also be described as a word which does not appear in the dictionary of the primary spoken language, but which is also not a foreign word". Secondly, neologisms may be created in different ways. They may occur by borrowing from other languages, by blending different words from acronyms, and from affixes. Neologisms may become accepted or may disappear from its lack of use, which uncommonly happens. Either because they are from other languages or invented new names for something.

In addition, a neologism may be a common word that is trying to find its way into an everyday conversation, or it could also be a creation of a non-native speaker, who has made a grammatical error. Similarly, we could assume that a neologism may be created or invented by what is commonly known as the slip of the tongue. Nevertheless, we can not say that neologism are grammatical errors,

or a mistake made by someone in trying to pronounce that word; because no new science is possible without neologisms.

To illustrate this thought, we wonder if Aristotle could have developed the logic of Syllogisms, or Newton the theory of dynamics without new vocabularies and definitions. Understanding this particular thought, there is no way around the creation of new terms and concepts. Therefore, to reject neologisms, is to reject scientific development in our society.

To support this idea “The progress of arts and science gives occasion for the large majority of new words; for a new thing we must have a new name” Fowler (1908) hence, motor, argon, appendicitis were created with developing of new technology. It is interesting to see that the last word did not exist, when the Oxford dictionary began to come out in 1888”, now the word appendicitis is a common term, in the present time, we cannot do without it. Again, neologisms tend to develop in cultures that are changing rapidly. Then, the new terms are often created by combining existing words or by giving words new and unique suffixes or prefixes.

Neologisms can also be created through abbreviations, by rhyming with existing words or simply by playing with sounds. Accordingly, with the technology that we have today neologisms become more popular with the help of mass media, the internet or simply by our everyday conversation and interaction with others.



Whereas, for a neologism to stay as part of our everyday language, it is not because it appears in a book or a dictionary, on the contrary it has to be accepted by the public. This does not mean that we have to leave out the linguistic experts, of course that we need acceptance by linguistic experts; but let us not go out from our reality. People have the last word on whether a neologism stays as part of our language or not.

Finally, as Fowler (1908) explains, neologisms have to pass through the following stages to enter in a particular language and to form part of our everyday use.

Unstable:

It is if the language is extremely new and it is being used, only by a small subculture.

Diffused:

It is when it has already reached a significant frequency use, but has not gained acceptance by the public.

Stable:

It is when it has been recognized and has become accepted and in use.

Dated:

When it has entered formal linguistic acceptance and has become what we call a cliché.

Passé:

It happens when a neologism becomes culturally dated, that its use it is avoided.

## **BARBARISMS**

The word barbarism was first used in English literature around the year 1579, and it is defined by Long (2004-2005) as: “The use of words or expressions not in accordance with the classical standards of a language”.

Language is all about persuading people regarding something. You persuade them if you make them do the least amount of mental work, depending whether we want to use the term barbarism, we are going to reach and communicate meaning. When a word from a foreign language is brought into a language, it is called borrowing. For instance in most languages words are borrowed from other languages, and end up being used later and become a part of such a language.

Then, a Barbarism can occur in two ways: By pronunciation and by writing. In addition, Donatus claims that, “there are four types of Barbarism: by addition, subtraction, changing and transportation of letters, syllables, tones and aspiration”.

In writing, a Barbarism may occur if someone adds, changes, or removes a letter in a word or syllable. In speech, a barbarism may occur by the way of its length of pronunciation, aspiration, how a

person pronounces a word.

Barbarisms can occur by addition, change, transportation or removal of a letter or syllable. Now, grammar forms an important part of language for writing and pronunciation.

For instance during the 7<sup>th</sup> century, a Bishop named Isidore of Seville, made an important work on what we call barbarisms in our languages, defining them as, “Barbarisms are when a word is pronounced with a corrupted letter or sound”, Long (2004-2008). In other words, a barbarism is detected when the first syllable is lengthened, and the middle syllable is taken out.

Isidore of Seville mentions that there are four ways for a barbarism to take place, by ways of addition, change, transportation or by the removal of a letter or syllable. To sum up Isidore's explanation on how barbarisms are formed. He uses terminology for the following words, lambdacisms, mysticisms, iotacism, hiatus, Collisions.

Long (2004-2008) states that, Lambdacisms is when two L's are pronounced instead of one. Mytacism happens when a vowel follows a letter-M-, to avoid a fault we either suspend the letter M or just leave it out. Iotacism occurs in words with the sound of the letter iota doubled as eta, maia, when the pronunciation of these letters should be weak. Hiatus happens whenever a verse is cut off in speaking

before it is completed or when a vowel follows a vowel. Collision or Conliso is when the end of the last syllable is the beginning of the next.

Therefore, I assume that there are better and worse ways of communicating meaning and it does not matter whether we use the word barbarism to try to explain its meaning. What is important is not whether we identify a word with the label of Barbarism, but consider the ways that words come into conflict with our ears. I believe it is a very important situation to consider as we have found out by reading about how barbarisms form or what it means, one important point of view to consider is that we eagerly borrow words from other languages. Therefore, what is the consequence from borrowing is that we end up by having a language that is not pure, rather the opposite.

### **ANGLICISM**

“An Anglicism is often defined as a word borrowed from English into another language. Speaker of the recipient language usually considers an Anglicism to be substandard or undesirable” Newmeyer (1986). So, an Anglicism is considered to be some kind of a language contamination. Despite this fact, an Anglicism also describes English syntax, grammar, meaning and structure use in other languages, but with a changing degree of corruption.

For instance, French is a language, which has borrowed words from English over long periods of time. This happened for many reasons like, during the British conquest of 1759, where English and French lived along for so long that there was a gradual process of linguistic borrowing. Also after world war two, there was a dominance of the English language all over the world. Finally, going back in history we find that English itself borrowed a great deal of French vocabulary after the Norman Conquest. Thus, we find that some Anglicisms are found to be old French words that were not used in French language over the centuries, but were kept in the English language.

Languages die over time, but we find two types of death such as natural and unnatural. In order to have a clearer explanation of what an unnatural death in language, there is a clear explanation when we talk about the native speakers from America, Africa, and Asia. This happens over time when major developments happen in their societies; what we call progress. Since there are few if any records kept from those languages, it is just a matter of time until those languages just die and are forgotten by such societies.

Now, going back to what an Anglicism is. We can certainly say that an anglicism is also a neologism, due to its' innovation in a specific language whose source is the English language. As an

example, we can use the Spanish language whose source of innovation is the English language. Apart from all this, there is also, what linguistics calls lexical Anglicism.

The influence exerted by the English language in the vocabulary of a language, which at the same time there can be some variations and from those variations, there can be new meanings to that particular word or phrase. Further more, syntactic or morphological Anglicism could be more influential in the valuation of in this case the Spanish language.

Apart from lexical Anglicism, phonology, morphology and syntax are in the way of having foreign influences. In addition, vocabulary is the most understandable reflect of a language in this case the Spanish language. When there is contact between communities, words reflect its change almost immediately. However, this tends to be an advantage and at the same time a disadvantage. An advantage would be, when its cultural passage and references can be easily traced. A disadvantage is because when it comes to vocabulary, it is the least stable part of a language. Vocabulary changes everyday, new words appear, whether borrowed from other languages such as English or are invented. Only a small percentage stay in use long enough to be considered or observed. However, in the case of the English language, when compared to other languages, which had a strong influence on the Spanish language, we might say that its

influence is not as old as other languages such as Arabic and French.

In addition, in the case of the Arabic language it can be considered as an addition to the Spanish language. As historians say that it was natively spoken in Spain for eight centuries during the middle ages, its lexical influence made in the Spanish language is important, when it comes to the French language, it was the most influential second language taught in Spanish schools until only twenty years ago, and it has been that way for many centuries ago, to mention an example, we could point out Shakespeare's words into Spanish were made from French rather than directly from the original. Nowadays with the dominance of English all over the world, we find it to be the opposite and the English language has become the most influential in other languages.

Additionally, anglicisms also describes English grammar, since an anglicism is considered substandard or what we may call it undesirable contribution, a form of language contamination in its meaning, and structure used in another language with varying degrees of language corruption. Nevertheless, some anglicisms are found in computer jargon, which is full of what we may say it is a direct imitation, we also find anglicisms in pop music, gaming, fashion etc.

## **FOREIGN LANGUAGE INTERFERENCE**

There has been a lot of research done on the interference of a foreign language or target language with native languages. Lott (1983) defines language interference as, "Errors in the learner's use of the foreign language that can be traced back to the mother tongue". Therefore, interference is said to be in the conscious or unconscious level. When we point out the conscious level, it could be because the person that is using a language may have guessed because the person has not learned or forgotten the right way to use it.

Language interference is more evident in countries where the immigrating population is very high, but let us not just concentrate on that, there are language interference in places where people are just not educated enough to tackle the problem. As Dulay (1982) said, "Language interference is the automatic transfer, due to habit, of the surface structure of the first language onto the surface of the target language". Further, more we need to point out or distinguish between errors and mistakes that may occur in tackling a new language.

Errors may reflect empty spots in the learner's knowledge, this empty spots may occur because the learner does not know what is correct or incorrect. On the contrary, mistakes reflect occasional lapses in performance, it happens because in a particular instance,



the learner is not able to bring out what he or she knows.

From all the studies made over the years by many language researchers, it seems that it is much more difficult for an adult to learn a foreign language system than it is to learn his/her first language. "Typically, a person learns a foreign language partly in terms of the kinds of meanings already learned in the first language". Carroll (1964), Albert and Obler (1978), Larson-Freeman and Long (1991)

Many of the difficulties that a foreign language learner has with the phonology, vocabulary and grammar of second language (L2) are due to the interference of habits from first language (L1). All the elements of L1 are used within the data structure of L2, all this causes the learner to make mistakes in L2, looking at the structure of L1 and L2, we can clearly notice that L1 and L2 are different.

Pointing out the unconscious level of such a learner and its interference in learning a language, it is easy to say that the individual may not have known the features of the languages; this could be different, being insufficiently skilled to use them and put them into practice. As a result falling back in the usage of his or hers first language.

In addition, another case where language interference could take place is when there are a couple of languages involved as the individual tries to learn two or more languages. He or she could

become confused and think that a particular feature of one language applies to the others, consequently, “Language interference which is also known as linguistic interference or transfer is the effect of language learner’s first language that they are learning. The effect can be on any aspect of language: Grammar, vocabulary, accent, spelling and so on”. Wikipedia the free encyclopedia (2006).

Thus, the positive aspects of language are important too. In the case, an individual is aware of the relationship of two languages like Spanish and Portuguese, thus, a Spanish learner of Portuguese may guess an item of Portuguese vocabulary from its Spanish equivalent; as a result, the learner has accumulated structural existence of L2, but has demonstrated difficulty in organizing this knowledge into the right understandable structure. There is an important absence of information between the accumulation and organization of this knowledge.

### **NEWSPAPER AND TABLOID**

Newspaper: “A publication regularly printed and distributed, usually daily or weekly, containing news, opinions, advertisements and other items of general interest”.

Webster’s new world college dictionary copyright (2005). Another definition for Newspaper is:

“A sheet of paper printed and distributed at stated intervals, for conveying intelligence of passing events, advocating opinions, etc. A

public print that circulates news advertisements, proceeding of legislative bodies, public announcements, etc”.

Brainy Media (2001-2009).

Tabloid: “It is a newspaper smaller in size from a standard newspaper. A tabloid contains news in summary form, with many photographs. It is similar to a magazine but unbounded”, (Webster’s new world college dictionary (2005).

### **PREVIOUS STUDIES**

An important study done about Anglicisms, were done in Buenos Aires, Argentina. The reason that Buenos Aires was chosen, is that this is a very particular city, due to an important influence of immigrants from Great Britain. The English language is well established in Argentina, especially in Buenos Aires, its capital. It is a fact that Spanish-speaking people in Argentina also speak American English. Therefore, Anglicisms seem to be more prevalent than ever. The study was mostly concentrated on sports terminology, exploring how English borrowings were used in broadcasts by a couple of radio stations in Buenos Aires. In addition, in a couple of newspapers how language was used in articles and advertisements.

Because of the study, the researcher found out how some English words were used very frequently during radio advertisements, and in newspapers. For example, some words that were used frequently were antifreeze, casting, country, fans, fashion, film, etc,

however, the study revealed that true Anglicism has suffered no morphological adaptation. Those words may appear in newspapers mostly, just as they would in English newspapers.

“In adaptations some of them have suffered, and are related to incorrect plural information; as in the case of realities, and some phonetic adaptation as in the word antifreeze, a hairstyling product. The study revealed that Anglicisms are being adapted morphologically into the language, and therefore obtain new meanings. Consequently, “Anglicisms get incorporated into Argentine Spanish. People accept it and introduce it by means of phonetic, morphological and semantic adaptations”, C. Cecilia (1987).

Another study worth mentioning is the study done on Modern borrowings from Spanish into English; the study was conducted in Russia and Mexico. The principals of the study were Sheptyukjana, a student of Bryansksta University, with the cooperation of Elena M. Nikolaenko PhD, assistant professor of University. Meanwhile in Mexico, the study was conducted by Flor Del Carmen Mixteja Chavez, a student of Benemerita Universidad Autonoma de Puebla; with the cooperation of Fatima Encinos Prudencio. In addition, when both studies were carried out, both came out to the same conclusion.

Borrowings from Spanish Language are frequently seen in the English language. Again, words in the Spanish language exist in

English, practically in all phases of life. “Spanish is already the language of Americans, not of the Spanish people who colonized America”, Moreno de Alba (1988).

Let us not forget to mention the study done by Lopez (2005), from the University of Cadiz; regarding the adaptation of economic Anglicisms to the Spanish linguistic system. The study concentrated on a comparative analysis into the semantic study of lexical interference in both English and Spanish, all of it related to the economic terminological field. In addition, what strategies involved in the process of translating meaning from the original English terminology to the target language, which was the Spanish language.

Nowadays, a growing number of Anglicisms are being transferred into the Spanish language. Their usage seems to be catching on in Spanish speaking countries”, Lopez (2005). Because of the studies commented above, it became known the supremacy of the Anglo-Saxon economy that is dominating all over the world. To illustrate this, we see its dominance in one place in particular, that is in the Spanish speaking countries, and so because of their dominance over many cultures, they are exporting a number of linguistic terms on to other languages.

In addition, to summarize that Lopez (2005) states that “Because of the rapid economic growth, borrowings become necessary because there are no semantic equivalencies in Spanish, for example,

bancarizacion, commodity, joint-venture, leasing, management, swapt, etc”, Lopez (2005). On the other hand, where Anglicisms are the strongest is in the market field with examples such as publicitar, mailing, customizer, etc, but this tendency is seen in every field.

## **DESCRIPTION, ANALYSIS AND INTERPRETATION OF RESULTS**

In the following lines, I deal with the etymology, semantic, morphological changes and the inflected forms of the most frequent anglicisms in use nowadays in Ecuador. Almost all the English words that have been borrowed by Spanish keep the same spelling and are used with the same meaning as in the lending language. However, some English words that have been in contact with a foreign language and its society tend to be changed morphologically, giving place to what we call inflectional terms as a result of the addition of morphemes.

Most of the English origin words, which have entered in the common use of the Spanish language, have an equivalent word and scholars of language and other purists of Spanish avoid the use of them. In general, most of the borrowings from the English language belong to the following fields: Technology, fashion, show business, architecture, etc.

Spanish borrows from other languages and mainly English for being the dominant language of business and technology since most of the hardware and software of new fields such as computers or aviations are developed in English-speaking countries. On the other hand there are many unnecessary anglicisms which have become part of our daily use and that could well be replaced by Spanish equivalent words, these anglicisms rather than improve or enrich our

language deteriorates it and diminish the importance of our culture and identity.

Anyway, as languages are alive and are in constant change, travel with people, and since the last century it moves faster through the means of communication. We can not deny the influence that some languages can have over others, that is why I believe we are going to have many new anglicisms becoming a part of the Spanish language every day, at least for this century. However, it is our responsibility to select the ones, which are really important, necessary and improve our society and language, getting rid of the ones that are unnecessary and deteriorate our language, because our final duty as good citizens and speakers of Spanish, is to keep our culture and language alive.

### **LYNGUISTIC ANALYSIS**

The section hereby shows a linguistic analysis of the most frequent Anglicism that I have found in my research work. Each single term has an ethimological analysis that is where this term originated from, and since when this English voice started to be use among the native English speakers. Then you have a syntactic-semantic analysis, to indicate the grammatical function of the word, and the specific meaning in the context of the research.

I also present a morphological analysis of the anglicisms, stating whether the term has gone through any change or adaptation in the



borrowing language that is-Spanish. If it has influenced, improved or deteriorated our language in any aspect.

### **Linguistic Analysis.**

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

#### **Club**

This Word has been long accepted in the dictionary of the royal Spanish academy (DRAE) and is of common use among Spanish Speakers. The word club comes from the Middle English Clubbe, from Old Norse Klubba. Akin to Old High German Kolbo club; the word appeared in use in the 13<sup>th</sup> century.

In English, this word has two main grammatical functions: Noun and verb, as a noun it refers to a bat used in some games; it is also an association for pursuance of common interests. It can also refer to the building used by such association. As a verb *Club* means strike with a bat or combines for a common object, where as in Spanish *club* is only used with the grammatical function of a noun and it refers to an association of people devoted to the practice of a special interest such as a sport or a hobby. It also means a venue where people with a similar interest gather.

The following example was found in the section “Sports”.

Examples:

-La Victoria que logro el *club*.

In the example above, the term *club* is used as a noun and it refers to a sports association.

-Jugando cuarenta en el club.

Here the Word club relates to the premises where this association gathers.

As you see the word club does not have a semantic change in Spanish when referring to a venue or an association of people. This word in Spanish has one inflection. According to Bauer (1983), an inflection is the process of adding inflectional morphemes to a word which indicates grammatical information, for instance, Ecuadorian Spanish young and middle age speakers use the word “Clubero” to refer to a person who likes to visit strippers clubs frequently. This morphological change is used only in Spanish because in English, there is no such a word.

The term club has been used with the same spelling, and the same meaning as the English word club for a very long time. Therefore, in what it is related to a society founded by a group of people with common interest, there is no equivalent word in Spanish.

### **Round**

The word round is not registered in the DRAE; it comes from Middle English, from Anglo-French run, from Latin notundus, the word started to be used in the 14<sup>th</sup> century.

This word has the grammatical function of a noun, and it refers to a

separate part or sport competition, usually boxing. It is also a set of related events that are part of a longer process. In English, it also works as an adjective, meaning shape, like a circle. A round number is a whole number after ending in zero; the term round is also an adverb and it means surrounding something or moving to face the opposite direction.

The following example was found in the News section.

Example:

Un round entre el presidente y el Pichincha.

This is a figurative use of the noun, round to refer to an argument that the president and the executive of the Pichincha Bank had.

The word round has not suffered a semantic change and in Spanish does not have inflections either.

This is an unnecessary Anglicism, because in Spanish we have the word *alto*, to be used; therefore, this word has not made our language any better.

### **Link**

English voice not accepted in the DRAE yet. It dates from the 15<sup>th</sup> century, and it comes from Middle English of Scandinavian origin. Akin to Old Norse *hlekk* chain, akin to Old English *hlanc* lank. This term has two main grammatical functions in English: Noun and verb, however in the example found in the written media of Ecuador, this word has only the function of a noun. Link as a noun

refers to a relationship or connection between two or more events; people or ideas, and when it refers to the Internet, a connection between windows in the web page.

It is also used in English as a verb to make or show a connection between two or more situations, things or people and two physically join two or more things or places, for example: "A bridge links Venice to the main land".

The example below was found in the News section.

Links hacia la marina.

Here the word "links" is used as a noun and it refers to the window that connects the user to a specific web page or pages about a particular topic. The meaning in Spanish is only referring to the Internet context, where the word refers to a connection to another web page; the other uses in English that we have explained above are not used at all in Spanish, so in the specific use of the word "link" in Spanish, its meaning has not change from the English one. We have not found any inflections of this word in Spanish so far.

The DRAE advises to use the equivalent Spanish words: Enlace or vinculo, instead of the English word Link. However, Link is widely used and understood by many Spanish speakers, and not only in the computers jargon. Therefore, it is a specific form of use to refer to the connection established between two elements of a hypertext.

## **Web**

This term has already been accepted in the DRAE, and it comes from Middle English, from Old English; akin to old Norse, substantially related to old Norse *vefr web*, old English *wefan* to weave. This word had its origin is before the 12<sup>th</sup> century.

This word has two main grammatical functions: Noun and Adjective. Web as a noun refers to the Internet service, which allows linking the information that this word offers, such as communication and information web.

As an adjective, web is used in the expression web page, which means, “document of the web, to which we link through a hyper text link” and more frequently, a set of pages connected, belonging to an entity or related to the same topic to which we link through an e-mail. Besides web in the English language, it also refers to a set of things that are connected with each other in a complicated way and also to a net of thin threads made by a spider, to catch insects.

The following example was found in the News section.

Example:

-Portal de la Web.

In this example, the word web is used as a noun and it refers to the system that connects computers around the world, so people can use them and find the information on the Internet. The meaning in Spanish is the same as in English, so in this case, the word has not

had semantic change as far as we know, at least in Ecuador, and this word has not had an inflection process either.

-Pagina web oficial de las fiestas.

In the example above the Word “web” is being used as an adjective, because it refers to a set of pages giving information about this event and which has been loaded in the Internet. The word here is being used with no semantic change.

The term web, despite of being used widely in Spanish, it has also an equivalent term in Spanish “red”. The word started to be used along with all the other new computer terms borrowed from the English language such as Mouse, monitor, etc. The term enriches our language because it is a specific term related to the world computers network.

### **Internet**

This word has been accepted in the DRAE, and it comes from the combined English words inter (between) and net of network (electronic web). The word Internet is written in capital letters, as it refers to the web that connects computers worldwide by using the agreement TCP/IP (transmission control, protocol/Internet protocol), the term has been used since 1985.

Both, in English and Spanish Internet has the grammatical function of a noun, however in English the word is only used to refer to the worldwide network of computers or to the protocol that rules

this system, whereas in Spanish besides of these uses, people use the word to refer a cyber café.

The following example was found in the news section.

Example:

-Especialmente en el Internet.

The term Internet here Works as a noun and refers to the worldwide web, where we get most of the information currently.

Example:

-Sala de convenciones e Internet.

Where as in the example above the term internet refers to the premises where an organization such as a hotel for example, has set up some computers connected to the web for public use.

When Internet refers to the worldwide web, the word has the same meaning both in English and in Spanish, but in Spanish the word Internet is also used to refer to the venue where computers connected to the web have been installed.

This word has not gone through any morphological changes in Spanish.

Internet is commonly used in Spanish, and the DRAE only advises to be careful in using the stress in the last syllable instead of the English pronunciation, where the stress is in the first syllable. However, the expression “la red”, is also common among several Spanish speakers when referring to the Internet. The Spanish

language has been enriched with this term because it is indispensable to call this computer network, Internet.

**Chip:**

This word has already been accepted in the DRAE and it comes from Middle English; akin to old English/cippian and its use has been dated until the 14<sup>th</sup> century.

The word chip is used as a noun and it refers to a small piece of silicon with electronic parts, a second meaning for this word is in the phrase chocolate chip, and it refers to the small pieces of this substance that are added to some desserts such as: ice cream, mousses, etc. In English, the word also refers to thin flat round piece of food such as potatoes cooked in very hot oil, and eaten cold, or it also maybe a small hole or mark on a plate, cup, etc, where a piece has broken off.

The following example was found in the news section.

Example:

-Fabricante de chips.

In this phrase, the word chip has the grammatical function of a noun and it is related to the small pieces of integrated circuits that contain information to be kept or retrieved for the use in an electronic device. The word chip keeps the same meaning as the English voice; chip when used as a noun has not had the addition of any inflectional morphemes as far as we know.



Chip has definitely enriched the Spanish language, as there is no similar term in our language, and has been used along with other computer terms such as Web, link, etc, for a long time.

### **Full**

This word has not been included in the DRAE yet. The Merriam-Webster online dictionary states that this word comes from Middle English, from Old English; akin to Old High German, *pol full*, Latin *plenus full*, *plere to fill*, Greek *pleres full*, *plethein to be full*, the word started to be used before the 12<sup>th</sup> century.

This word has two main grammatical functions, as an adjective and as a noun. As an adjective, it means that a container room, apace, etc. Contains as many things or people as possible, when used before a noun, it means complete and including all parts or details. It also means as high in level or grade in amount as possible, as in “El gobierno ha prometido dar full empleo a los profesores recién graduados de las Universidades”.

As a noun, it has a meaning of as completely as possible as in “Carmen vivió su vida a full”.

In the English language, we can use expressions like “be full of something or somebody”, meaning to contain many things or people of the same kind: (A) garden full of flowers, (b) filling or showing a lot of quality: It was full excitement.

The following example was found in the Ads section.

Example:

-4 puertas full equipo.

The word full here is being used as an adjective because it refers to the vehicle that is for sale, it has complete accessories such as air conditioning, air bags, etc. This word has not suffered any semantic change from the original voice in English.

This word has not gone through an inflection process in Spanish.

There are equivalent words in Spanish, lleno or complete, to replace full in expression such as: “El cine eat a full”. It is advisable that we better use the Spanish word “lleno” instead; but in the expressions such as “full equipo”, which it refers to vehicle accessories, Spanish speakers use only the Anglicism full, and there is no equivalent term in the Spanish language. From my point of view, I do not think that full really enriches our language, because it is not a technical term, and it can be fully replaced with words such as: Total, lleno, complete, etc; in the entire context where it is used.

### **Shopping**

This word is an inflected form of the verb shop, and it is used as the progressive form of the verb, as in “She was shopping at the mall last night”. On the other hand, as a noun, meaning a group of shops together in one area, also the activity of going to shops to buy things as in “I hate doing the shopping every week”. Neither the word shop

nor the word shopping has been accepted in the DRAE. The word shopping is an inflection of shop and the Merriam – Webster dictionary dates its use since the 14<sup>th</sup> century. It comes from Middle English Shoppe, from Old English Sceoppa booth; akin to Old High German scopf shed.

The inflected form shopping however is nowadays of common use among urban Spanish Ecuadorian speakers, to refer to the premises where many shop different things and usually find a food court and sometimes a cinema that do business together, therefore the grammatical function of this word in Spanish Ecuadorian press is a noun.

The following example was found in the Ads section.

Example:

-Quicentro Shopping.

In the example above, the word, shopping is used to refer to a group of retail stores and service establishments usually with ample parking facilities. Shopping is also used to refer to the activity of going to shop to buy clothes, shoes, etc, especially when it is seen as an entertainment activity.

In Spanish I have not come across any inflections of the word shop or Shopping, so there has not been a semantic change from the original English meaning.

## **Stock**

This word is accepted in the DRAE, however in the online edition it is stated that this word has been suggested to be omitted in the 23<sup>rd</sup> edition dictionary of the Spanish Academy. This word comes from Middle English *stok*, from Old English *stoc*; akin to Old High German *stoc*, *stick* and has been in use before the 12<sup>th</sup> century. In Spanish written media, *stock* has the grammatical function of a noun, meaning a supply of something that you keep, so you can use it when you need it and it mainly refers to a supply of a particular type of thing that a shop has available to sell.

The following example was found in the Ads section.

Example:

-Hasta agotar stock.

Here *stock* has the grammatical function of a noun and it refers to the supply of a particular thing that a shop or a company has in its warehouse.

The word *stock* does not have a semantic change from the original English meaning, however in English it is also used as a verb meaning to keep a particular item in a warehouse or to fill in something as in “stock the refrigerator”. The word *stock* has not gone through a process of inflection in Spanish.

## **Gay**

This word has been accepted in the DRAE, and it comes from

Middle English, from Anglo-French *gai*, of German origin; akin to Old High German *gahi quik*, sudden. The word has been in use since the 14<sup>th</sup> century.

Gay has two main grammatical functions: Adjective and noun. Gay as an adjective means someone or something belonging or related to homosexuality; as a noun, it refers to someone especially a man who is attracted to people of the same sex.

The following example was found in the news section.

Example:

-Cardenal condeno a los gay.

In this example the Word *gay* is used as a noun and it refers to men who are attracted to the same sex. The meaning in Spanish is the same as in English, so in this particular case, the word *gay* has not had a semantic change. *Gay* has not had a process of adding inflectional morphemes to it.

*Gay* can be replaced with the terms *homosexual* or *afeminado* in Spanish, sometimes with the slang *marica*, but the last term is not advisable to use, as it is a hard expression, like an insult to someone. So in this way *gay* enriches the language because it is a soft general term, and well accepted anywhere, when referring to a homosexual man.

**Variable: Local News Paper “El Heraldó”**

**Mall**

The word mall and it is short for obsolete pall-mall, mallet used in pall-mall. It is used since 1644.

This word has only one grammatical function: As a noun, mall refers to a large covered area containing many shops with associated passageways, and a food court included.

The following example was found in the Ads section.

Example:

Mall de los Andes.

In the example above, the Word mall is used as a noun and it refers to a usually large building or group of buildings holding several stores

with associated passage ways, a food court, cinemas and a game court. In Spanish the meaning of the word mall does not differ from the original English meaning, this word has not had grammatical changes related to its morphology.

**Ticket**

This word has not been included on the 22<sup>nd</sup> edition of the DRAE dictionary. The word ticket has been in use since about 1520 and it comes from Middle French etiquette, etiquette, note attached to something indicating its contents, from Middle French dial (Picard) estiequer to attach from Middle Dutch steken, to stick, akin to Old

High German *sticken*, to prick.

The word has a grammatical function of a noun. Ticket refers to a printed piece of paper that shows you have to pay a fare or admission fee to something, for example travel by train etc, or watch a film. It also refers to a printed note that orders you to pay money because you have done something illegal, like a traffic violation.

The following example was found in the Ads section.

Example:

-Tickets aereos.

In this phrase the word tickets is being used as a noun, and it refers to the printed notes that you get when you pay a fee to fly in a plane.

The word ticket has not had any semantic change and in English

and Spanish, it has the same meaning. This word in Spanish has some inflections, for instance in Spanish inflections of ticket are *tickete* (noun), *ticketear* (verb), meaning to give someone a ticket because he/she has done something illegal, used especially in passive voice as in “*Le ticketearon por estacionarse mal*”.

### **Garage**

This word has not been accepted with this spelling in the DRAE, However *garage* is on the online dictionary of the DRAE (22<sup>nd</sup> edition). *Garage* originates from French, act of docking, *garage* from *garer* to

dock, from Middle French garrer, probably ultimately from Old Norse, Vara to beware, take care, akin to Old High German biraron to protect. It started to be used since about 1902.

This word has a grammatical function of noun. Garage refers to a building for keeping cars in.

In English, it is also a place where cars are repaired, and in British English, it is the equivalent to the American English, “gas Station”.

The following example was found in the Ads section.

Example:

Construccion con garage.

In the example above the word garage refers to a shelter attached to a building where cars are kept in. The word garage is used with the same semantic as in English. It also refers to a repair shop or even in British English; it also refers to a gas station.

From my research, I did not find any inflectional forms for this word.

Garage has been used in the Spanish media for many years and when it refers to the place or building to keep a car in nowadays, it is increasingly being replaced by the Spanish term “parqueadero”, so we have our own Spanish word. I do not think that the term really enriches our language because it is a general word that has an equivalent term in Spanish, besides it is a word of difficult



pronunciation from most Spanish speakers.

### **Tour**

This word has been listed in the DRAE dictionary; however, it has been suggested to be eliminated for the 23<sup>rd</sup> edition.

The word comes from Middle English, from Anglo French, tur, tourn, circuit journey. This word appeared in use since about the 14<sup>th</sup> century.

The word tour works as a noun and it refers to a journey for pleasure, in which you visit several different towns, areas, etc. It also refers to a short trip around the place to see it and finally when referring to music, it relates to a journey made by musicians to perform or play in different places.

The following example was found in the Ads section.

Example:

-Tour Enero 31.

The word tour here is being used as a noun to refer to a pleasure journey to be taken by some travelers in order to visit different towns or places. The word does not have a semantic change from the original voice in English; it does have any kind of inflectional form.

### **Restaurant**

This word has not been listed in the DRAE dictionary, and it comes from French, from present participle of restaurer, to restore,

from Latin *restaurare*. The word *restaurant* can be traced as far back as the year 1766.

This word is used as a noun and it refers to a business establishment, where meals or refreshments may be served.

*Restaurant* refers to the premises where gourmet food is served, according to the menu, and ordered to a waiter. They can be places where international or ethnic food is served or it can also refer to the popular fast food places where customers get hamburgers, pizza, etc. The following example was found in the Ads section.

Example:

-*Restaurant necesita salonerero.*

In the example above the word refers to a public institution where people can buy and eat a meal. The word in reference has the same meaning, both in English as in Spanish, and does not have a morphological change in Spanish. The word *restautant* is used in some places in Latin America with the same spelling as in English, where as in other places they use the French or Spanish spelling *restaurant*.

### **Travel**

*Travel* has not been accepted in the DRAE dictionary and it comes from Middle English *travailen*, *travelen* to torment, labor, strive, journey, from Anglo-French *travailler*.

The word in Spanish refers to the activity of traveling, so it has the

grammatical function of a noun.

The following example was found in the Ads section.

Example:

-Paraiso travel del kacho.

In this example, the Word travel refers to an agency that offers short journeys, to visit different towns or resorts. The meaning in Spanish is the same as in English, so in this case this word has not had a semantic change. The word does not have any known inflection either.

### **Buffet**

This word has been listed in the DRAE, and it comes from Middle English, from Anglo-French, diminutive of buffe blow. It has been in use since the 13<sup>th</sup> century.

The word has a grammatical function of a noun and it refers to a meal in which people serve themselves whatever they want.

In English, it also acts as a verb, meaning that wind, rain or sea hits something with a lot of force eg. Louisiana was buffeted by storms last night.

The following example was found in the news section.

Example:

-Ofrece exquisitos buffet.

Here the word buffet refers to several hot and cold dishes served on a table where every person serves themselves with no waiter or

waitress to do so. The buffet has not had semantic change or added inflectional morphemes.

This word has no equivalent in Spanish and has been used for quite a long time, especially in the tourism jargon, that is why it has filled in a blank in our language.

### **Master**

This word has been accepted in the DRAE; however, it has been suggested to be deleted from the dictionary in its 23<sup>rd</sup> edition. The word comes from Middle English, from Old English Magister and Anglo-French meistre, both from Latin magister; akin to Latin Magnus large.

The word Master has in Spanish a grammatical function of a noun. It refers to someone who is very skilled at something or someone who has a qualification that he/she studied at the university after he/she has gotten their College degrees. It also refers to a document or recording that you use to make copies; when referring to sports the word Master is used to refer to a tournament, where only experienced or professional players participate, and finally master is used to name the main room in a house or apartment, which includes a private bathroom. The following example was found in the Sports section.

Example:

Futbol internacional master.

In this sentence, the word Master refers to experienced or skillful players, who are going to participate in this tournament. The word Master has kept the same meaning of the original English word. This word has an inflection of common use in Spanish: Masterado (noun), this morphological change has occurred only in Spanish and it is not found in English.

### **Karting**

This word has not been accepted in the DRAE, and in the English Merriam-Webster dictionary appears making reference to the main entry: Kart, the word has been in use in the sports field since about 1961.

Karting or the most common word Kart has the grammatical function of a noun and it refers to a miniature low-powered racing car, also (go-kart).

The following example was found in the Sports section.

Example:

Un campeonato de Karting.

In the example found, the Word Karting is a noun and it relates to a miniature-racing car. This word has not had any semantic changes or inflectional morphemes added, either.

### **Rally**

This word has been accepted in the DRAE; the word rally comes originally from the French rallier, from Old French ralier, from

re+alier to bring it together.

The word has been in use since about 1603. This word has a grammatical function of a noun and it refers to a car race on public roads generally, an endurance race that takes place on side roads. In English, it also relates to a large public meeting that is held in support of something such as a political idea. In English, the word also works as a verb to mean the action to get together to support an idea, a political party etc; again as a verb, it refers to become stronger or higher again: The price of gas has rallied.

The following example was found in the Sports section.

Example:

-Todo esta listo para el rally.

In the example above the Word rally Works as a noun, and it refers to A car race performed through rough roads in the countryside.

Referring to this context the word has kept the same meaning as the original English voice. In the research, I did not find any inflectional forms in use of this word.

The anglicism “rally” presents an equivalent word in Spanish that is “rali”; which is used with the same meaning, however this spelling is scarcely known and used beyond the borders of Spain and in Latin America, the English spelling rally is of universal use Therefore I do think that the English voice rally improves our language.

This Anglicism has definitely enriched our language because there is an original Spanish term to define this sports competition, besides the term has been in popular use for so long and I would say that almost all Spanish speakers know the meaning and the use of this term.

### **Show**

This word has been included in the DRAE dictionary, and it is of a common use in the Spanish media. This term comes from Middle English shewen, shownen, from Old English scea wian to look, look at, see; akin to Old High German scouwon, to look at, and probably to latin cavere, to be on one's guard. The term has been dated to be in use since the 12<sup>th</sup> century.

Show has the grammatical function of a noun, this word relates to a performance directed to the public, especially one that includes singing, dancing or joke telling. It may also refer to a television and radio program. Finally in the idiom "armar or hacer un show", refers to an anxious or exciting behavior or activity; usually about unimportant things.

In all the expressions cited above, the word show has not had any semantic change from the original English voice, with the exception of how it is used. In the last context, where it would correspond to the meaning that the English word fuss has, especially in the idiom make a fuss, and not to the English word show that is

not used in this way. According to my research, the word show does not present any type of inflection in Spanish. This word does not have an equivalent word in Spanish; therefore, it has enriched the language. The word has long been in use in the Spanish language.

### **Variable: Tabloid Newspaper “Extra”**

#### **Stand**

Stand is an English term in common use in Spanish for a long time. So it has been listed in the DRAE, even though it is a term which has been suggested to be omitted for the next edition of the DRAE dictionary. The word comes from Middle English, from Old English standan; akin to old High German stantan, stan to stand, Latin stare, Greek histanai to cause to stand, set, histasthai to stand, be standing; it has been in use from around 1590.

In the Spanish press, the word is used with the grammatical function of a noun only. Referring to a small often open-air structure, small retail store furniture used for merchandise display, promotions, and sale of different products; it also refers to a piece of furniture or equipment for supporting something.

The word stand in English has also the grammatical function of a verb, and it means to be on your feet with your body in an upright position. It also means to be able to accept or deal with something unpleasant or difficult, for example, she could not stand the scorn of her in-laws.



The following example was found in the Ads section.

Example:

-Nuestro stand en expo cuenca.

In the example above the Word stand refers to an open-air structure, setup in a fair or show to display, promote and sell products.

The term stand has maintained the original meaning from the English word. It has not had any inflectional process. The English voice stand has two equivalent terms in Spanish, “pabellón”, if the word refers to a building or a big construction or caseta o puesto, if it refers to the setup or small dimensions. I think that the word stand enriches a language because it refers to the particular site in a fair and it is of common use in the business and marketing jargon.

### **Blog**

This word has been accepted in the DRAE, even though the Spanish word “Bitacora” is becoming increasingly popular to replace this term. This word is short for the compound word “Weblog”, (from web+log) (book); the term has been in use since 1999.

The word blog has the grammatical function of a noun, and it refers to a wide side that contains an online personal journal with reflections, comments, and often iperlinks, provided by the writer; also the contents of such a site.

The following example was found in the News section.

Example:

-El blog que mueve la isla.

In this example above, the Word blog refers to a personal electronic site, updated frequently where someone writes a diary about reflections, topics that he/she are interested on and his/her own comments as well as the blog's readers comments.

The word blog in Spanish is used with the exact meaning as in the original English word. So far, the word blog does not have any inflectional form in Spanish.

The word Bitácora is the similar word in Spanish and even though it has gained popularity, I think the word blog will be eventually the most used in Spanish, because the computer technology demands the word.

### **Breaker**

The DRAE has not included this term in its dictionary so far, the noun has been in use since the 12<sup>th</sup> century. It comes from the verb break, which comes from Middle English breken, from Old English brecan; akin to Old High German brehhan(to break), Latin frangere. In Spanish media, the term is used with the grammatical function of a noun, and it refers to a device for opening a circuit, whereas in English the word is also used to refer to a wave breaking into foam against the shoreline, or to one who breaks up ships or cars for salvage.

The following example was found in the News section.

Example:

-En la caja de los breakers.

Here the Word breakers refer to a device that breaks an electrical circuit. The word breaker does not have a semantic change from the English voice. I did not find any type of inflection forms. This term has been incorporated to the Spanish language and has enriched our language, because there is no specific term that corresponds to this anglicism.

### **Suite**

This word has been included in the DRAE; the word originally comes from French, from Old French, siute, suite. The term suite started to be used since about 1673.

Suite has only the grammatical function of a noun and it refers to a group of things forming a unit or constituting a collection. Set as a group of rooms occupied as a unit, where as in English, besides this use it also refers to a set of matching furniture for a room (British English). It can also refer to a set of computer programs designed to work together and usually sold as a single unit.

There is not a word with the same meaning and use as suite in Spanish that is why this word has long been incorporated in Spanish, enriching therefore our language, because of the absence of an equivalent word.

The following example was found in the Ads section.

Example:

-Terraza con suite.

In the example above, the word suite relates to a luxury apartment, usually one or two-bedroom and sometimes fully furnished.

The word suite has not had any semantic changes from the original English word. In the research, I did not find any inflectional form either.

### **Click**

The word click, with this spelling is not found in the DRAE, however the spelling “CLIC” has been accepted in the dictionary. This word started to be used since 1581 and it is probably an imitative word from a quick hard metallic sound.

This term has two main grammatical functions: As a verb and as a noun. When the word works as a verb, it means to press. Release button on a computer mouse, to make the computer do something eg. Doble-click on the icon, and when it works as a noun, it refers to the activity to perform this action as in: Make a click in the link horoscope. In English, the verb click also refers to strike, and finally it is a colloquial form succeeds. E.g., a mouse that clicks.

The following example was found in the social pages section.

Example:

-Click

This was a headline of a social page that presented pictures and comments of show business people, and it refers to how these people fit or not fit together; that is if they get along well.

The word click keeps the same semantic as the original English word where it comes from. The word click has suffered an inflection process in the particular Spanish term of; clickear. In Spanish, it is advised not to use the English spelling click, but the Spanish form which has the same meaning, so in this sense the Anglicism click does not make any difference in our language.

### **Campus**

This word has been accepted in the DRAE and it started to be used since 1774, the word comes from Latin, plain.

The only grammatical function that this word has is: A noun and it refers to the grounds and buildings of a university, college or school. It also refers to an academic social or spiritual entity.

The following example was found in the News section.

Example:

Tecnología del campus.

In this example, the word campus refers to the technology developed or in use by professors, students, and researchers of a particular university.

Campus is used with the same semantic as the original English term where it comes from. The word does not present any morphemes added either.

There is no similar term in Spanish, and this is an acquisition, which has been in use since the 1950's. This word enriches the Spanish language, as it is a specific term.

### **Chatear**

This inflectional form comes from the English verb "chat", which comes from Middle English chatten, short for chatteren and its use started since the 15<sup>th</sup> century.

In the Spanish press, this word has the grammatical function of a verb and it refers as to have a light informal or familiar talk via e-mail or to an online discussion; in English the word "chatear" corresponds to the verb chat and it is used as a noun as well, to refer to a friendly informal conversation.

In Spanish, there is an equivalent word, charla and chat is a new word, which has been accepted and listed in the DRAE, even though there have been proposals to use words such as cibercharla or ciberplatica instead. In my opinion, the word chat enriches our language because it makes a difference from charla, which is a general word to talk in a friendly and light way to have this type of communication specifically on the Internet.

The following example was found in the News section.

Example:

-Investigan algún tema al chatear.

In the phrase above the word, chatear refers to the event or the action of communicating through the e-mail on the Internet.

In Spanish, there are the following inflectional forms, the infinitive chatear and all the conjugated forms, which correspond to all the personal pronouns that is chateo, chateas, chatea, chateamos, chatean and the forms that correspond to other tenses in Spanish; such as Chatearan, chateara, etc. The verb chatear that correspond to chat in English has not had a semantic change.

### **Night**

The word night is not registered on the DRAE, and it comes from Middle English, from Old English niht; akin to Old High German naht, Latin noct-nox, Greek nykt-nyx, the word has been dated as far back as the 12<sup>th</sup> century.

Both in Spanish and English, the word has a grammatical function of a noun and in Spanish, the word refers to an evening or a night taken as an occasion or point of time as in: The opening night, in English, apart of this meaning the word refers to the time from dusk to dawn, when no sunlight is visible. It also may refer to a period of dreary inactivity or affliction; additionally, it is of common use in the Spanish media the compound word “night-club” to refer to a place where people go late in the evening to drink, dance and watch

a striptease show.

The term nightclub replaces to the term cabaret and it is a new incorporation in the Spanish language. In my opinion the word does not enrich the language and it is only a trendy term used because the word cabaret has become old-fashion in some countries.

The following example was found in the News section.

Example:

-Especial de ladies night.

Here, in this phrase the word night refers to a night taken as an occasion, where women do not pay to go into a club or a disco.

This term has not suffered a semantic change or an inflectional process either.

### **Lobby**

This term has been listed in the DRAE and it comes from Medieval Latin lobium, gallery of Germanic origin; akin to Old High German louba, porch. Lobby has been dated to be in use since 1593.

Lobby is an Anglicism, which in Spanish has the grammatical function of a noun, and it refers to, a corridor or hall connected to a large room or series of rooms and used as a passageway or waiting room. It is also a large hall, serving as a foyer. In the English language, lobby is also a verb, meaning: To try to persuade a government to do something eg. "Those people are lobbying for a change in its laws".



The following example was found in the Social pages section.

Example:

En el lobby del hotel.

In this example, lobby refers to a large area inside the entrance of a public building such as a hotel. In this case, the term lobby has kept the original English meaning and in the research that I did, did not find any inflections of the word.

The Spanish term “vestibule”, is a synonym of lobby and it is used in the same way; lobby has been in use in Spanish for some time and has become a trendy term. Vestibulo is becoming an old-fashion word. In my way of thinking, I have come to a conclusion that, lobby

has enriched the Spanish language, because it is a dynamic word and is in constant change that is why people use new terms when they are necessary to improve society’s relationship.

### **By-pass**

The anglicism by-pass has been accepted in the DRAE, but with the Spanish spelling: “Baipas”; the term has been in use since 1848. However, the Marriam-Webster dictionary does not have the etymology of the word, because it is a compound term made up of the words “by” and “pass”.

The compound word has the grammatical function of a noun and it refers to: a) a passage to one side; especially a defective route,

usually going around a town or b) a surgical procedure the like, a coronary bypass.

Bypass in the English language is also a verb, which means: a) to go around or avoid something, b) to neglect or ignore, usually intentionally.

The following example was found in the news section.

Example:

Con el conocido bypass vehicular.

Here the term bypass refers to a route that takes traffic around the outside of a town. This term is used in the same way and with the same meaning as the original voice in English. It does not have any inflectional morphemes added.

In Spanish, the term has two equivalent words like Circumvalacion, when bypass refers to public access, and Puente coronario, when the word refers to a medical procedure.

We find good synonym words in Spanish, but besides this is not an easy word to spell. I do not think that this term really enriches the Spanish language, and I would rather use the Spanish variants.

## **COMPARATIVE ANALYSIS**

I will make a comparative analysis of the frequency and percentage of the Anglicism found in the different newspaper sections; (news, adds, social pages, sports and reports). I have made a comparative analysis of the different press media, where I got the results for my research; that is national newspaper, local newspaper and tabloids.

In my research, I got the following results: In the national newspaper, “El Comercio”, and the local newspaper, “El Herald”, the Anglicism appeared most frequently in the Ads section; with a frequency of 157. That corresponds to a percentage of 55.08, in the first case. A frequency of 83%, that corresponds to a percentage of 49.11 in the second case. Where as in the Tabloid “Extra”; the highest frequency of Anglicism are printed in the News section with 65 appearances. It corresponds to a percentage of 40.62; In the national newspaper, “El Comercio”, the second most frequent Anglicism, appeared in the News section, with 68 printed words and a percentage of 23.85%.

In the local newspaper, “El Herald”, the second highest percentage of Anglicism are in the Sports section, with 21.30. It is related to 36 frequencies.

Finally, in the tabloid, “El Extra”, anglicism appeared in the ads section, with 35 entries, which correspond to 21.87 percent. The least

frequent appearances of Anglicism's in the national newspaper, "El Comercio", is in the reports section with a frequency of 20, which corresponds to 7.07 percent.

I have to clear up that there are not appearances at all in the social pages section.

In the local newspaper, "El Herald", the least frequency is found on the social pages section, with 21 words, corresponding to the 12.42 percent. In the reports section, there is no Anglicism at all. In the tabloid "Extra", I found anglicism in all the sub variables with the least frequent appearances in the reports section, with 8 words that means a 5 percent.

In general, the sections with the most appearances of anglicisms, are in the news and adds section. In the first case maybe, because news comes from all around the world and English has become the most important language for communication. So some Anglicism have become of common use among Spanish speakers. Sometimes those words come along with the use of technology and therefore are indispensable. In the second case; English is also one of the most important languages of the world; along with French, German and nowadays Mandarin. Therefore, many English words have been borrowed by Spanish and introduced in our daily press. The least frequency of the Anglicism that I have found, are in the reports section. Maybe because they are mostly local reports, where

there is no need of Anglicism and the text is made up of plain Spanish words and even colloquial terms.

The comparative analysis of the variables, (National newspapers, local newspapers and tabloids), I have to state that “El Comercio”, is the newspaper with the highest frequency and percentage of anglicisms used.

In my opinion, the major numbers of pages that contain Anglicisms appear on Saturdays and Sundays; where it brings even specialized magazines. In general, everyday this newspaper has specialized sub variables, dealing with almost all topics, fashion, show business, architecture, engineering, computing, etc. And these are the fields where the English language is incorporating new terms almost everyday, therefore, as this is a new development they are also exported to non-english speaking countries where the terms become necessary to use mainly due to the absence of equivalent terms, additionally they even become trendy and of general use.

“El Comercio” is also one of the two biggest national newspapers in contact with press agencies worldwide, so in this way are a lot more international newspapers than the local newspaper or the tabloid and brings in the country many of the new foreign terms in daily use from which of course the highest percentage belong to the English language.

Finally, “El Comercio” is a more serious newspaper which

targets to a better educated reader, in second place, I have “El Heraldito”, with 169 appearances, which is far behind from el Comercio. El Heraldito is a local newspaper targeting local people, and to a less specialized reader. It does not have many subvariables, or specialized magazines on Sundays or even on Saturdays. It only has a few pages and most of the time the topics are mixed up in the same pages. In other words you can find politics, sports and reports on the same page, besides this local newspaper has only a little international contact, so the import of foreign and particularly English terms is limited and most of the newspaper is devoted to local news, and local ads. Finally, in the last place, it is “El Extra”, with almost the same frequencies that “El Heraldito”. El extra has 160 frequencies. This newspaper targets to less educated people, it uses more colloquial Spanish language, and the Anglicism appear only when they are indispensable or have become of common use among the Spanish Ecuadorian speakers. Again, this is a sensationalist newspaper with a high percentage of local and national news and reports, and gives a highlight to the theft and crime news as well as to the local show business and gossiping news. It has almost no international news or reports let alone specialized sections such as architecture or computing, therefore their contribution to bring in foreign terms and particularly the English ones is scarce.

The word full, is the Anglicism which appears most frequently among

all other anglicisms, maybe because it is a very popular term among Spanish speakers. It is a term of easy pronunciation, I think that words which are of easy spelling and pronunciation, become of common use in our language. I think that a word such as laughter, luxury would ever become of common use, because of its difficult spelling and pronunciation. Now the least frequent word in my list is "Internet". In my opinion is merely a coincidence and it does not stick to the reality, because this term is well used in business, daily routines, daily conversations among people who speak Spanish.

## **SOCIOLOGICAL ANALYSIS**

Here I am going to describe a summary of the opinions that I have collected from the interviews that I have made with a renowned Linguistic, two professionals in Literature, a well known press journalist in Ambato, and with two good readers that relate to the following issues:

- Acceptance or rejection to the use of the Anglicism in our language, Spanish.
- Impact in society, related to our cultural identity.
- Impact of the Anglicism in Spanish. (It enriches or deteriorates the language). Does it have an influence or not to the understanding of the text being read?

In the interviews that I have made, I included two professional majored in Linguistics or Spanish Literature. They are very traditional and supporters of the use and defend the Spanish Lexicon. Thus, when I asked them about the use of anglicisms in the Spanish text; they were very opposite to the use of anglicisms, mentioning among other things, that our language is very rich in terms and that we have many synonyms that we can use. There is no need to use borrowed words from English or any other language, maybe with the exception of certain colloquial words from quichua. Since this is our mother tongue for a good percentage of the population, therefore part of our rich cultural and ethical origin



should be exploited among our people.

We have been suffering in all the cultural and art fields, such as films, T.V. shows and music, from the richest and most powerful nations; especially the United States of America, England, France or even Germany.

They are harming our cultural heritage and identity; especially the younger generations, who grow up not knowing the splendid culture, music and language that we inherited.

In contrast, from the interview I made to the journalist and independent readers, I concluded that they are more open minded to the use of some anglicisms, especially the ones which new technology such as computers, cell phones, which obligate us to use anglicisms. For example, they said that words such as Link, Web, Blog, are very demanding and specific. Those words cannot be replaced with the suggested Spanish equivalent terms, because they are words that are more general. Languages are alive, and we live in a global world, making connections every day with different cultures and languages. We have to accept that we are subjected to cultural influences and words, expressions, are the main influence in our lives.

With respect to the cultural impact, all the interviewees agree that the cultural impact and influence of the English language in our culture is of big proportions. It is very worrying, because the youngest

generations are more susceptible to the alienation of our culture. Putting foreign influences above our more important and rich cultural heritage. However, it is right to say that not all the things that influence our culture are harmful. They can also teach us to compete and be better citizens.

English is a more open-minded language than Spanish and accept dozens of new terms, either made up or natural developed everyday, thus currently it has a bigger lexical than Spanish, additionally many of the English speaking countries are well ahead in science, technology, fashion, music, computers, etc. These fields are in constant development with a large source of creating new words and when none-English speaking countries import technology or resources from these fields, they necessarily come in contact with new English terms that many times are accepted in the recipient language, and by the speakers of it, that is what is happening in the Ecuadorian particular case. We are a developing country and import technology, machinery and most of all; English speaking countries specially the United States influences us greatly, so it is not strange that Ecuadorian newspapers and magazines are full of these English terms.

There is a divided opinion about whether the anglicisms enriches or deteriorates our language, it seems that as with any other change young and educated people admit the use of anglicisms and

include them in their common vocabulary, whereas that older and traditional people are reluctant or at least do not welcome easily to the use of these foreign-origin words. I personally believe that to understand a text it is important to have a certain level of education and cultural development. So for an experienced reader the inclusion of some words of English origin may not difficult the understanding of texts, but for the rest of the people I believe that the Ecuadorian people are still far from being good readers. The text that has anglicisms on it, will be a little difficult to understand or will make the reading of this text a little dull.

Anyway, I think we should limit and rule the use of foreign words in general to the ones extrictly necessary and that do not have an equivalent original Spanish word, and these are the ones, which generally come along with the new technology, science, fashion and show business.

## **CONCLUSIONS**

National newspapers, such as “El Comercio”, have a higher influence of anglicisms, because they include frequent articles related to show business, fashion, technology, etc. In the Anglo-Saxon countries, these fields are in constant development and adding new terms everyday, therefore when these technologies, fashion, music, computers, etc are brought in to the country the related words come along with them.

Local newspapers and tabloids for being targeted to less educated and popular sectors do not have such a high influence in the use of anglicisms with a few exceptions because these newspapers do not have a wide variety of sections since they only focus on local news and crime.

The anglicisms full, club, web, suit, Internet, gay, mall, ticket, garage, tour, turned out to be the anglicisms more commonly used in newspaper material in Ecuador, besides these terms are included in spoken Spanish and well understood by the common Ecuadorian people, specially by the younger generations who are in contact with the outside world through television and the Internet.

Almost all the anglicisms which have been borrowed by Spanish speakers keep the same spelling and meaning as in their original language, even though in Spanish they are almost exclusively used as

nouns in the context, whereas that in English some of them work as well as verbs, adjectives or adverbs and they also have additional meanings.

Several anglicisms used in the Ecuadorian media have suffered the adding of morphemes, creating neologisms in the recipient language. This may be because Spanish speakers find some of these terms difficult to pronounce and create a simpler and easier term, or maybe because they try to adapt the English term to the Spanish language format, or even because these new morphemes become trendy, specially among the youngsters.

Despite the popular use of many anglicisms in Ecuador and other Spanish-speaking countries there is almost always a Spanish equivalent term, unfortunately these Spanish similar terms have become either old-fashioned or been displaced by the anglicisms because, again the young generation has gone worldwide and is in daily contact with foreign countries through television, the Internet and music.

News and ads are the section with the most appearances of anglicisms. In news, topics are brought into the country mostly by international English-speaking countries' agencies, which include popular or emerging terms from sources such as computers, fashion, music, etc. Whereas, in ads; people use trendy English terms to impress or give a sense of luxury or comfort.

Although the use of many anglicisms in the Ecuadorian newspapers is unnecessary because Spanish lexical could well replace them, we have to admit that there are certain terms, which belong to fields, such as computers, medicine, electronics, aviation, etc. Which are irreplaceable because they belong to new technologies made in English-speaking countries, and do not have still a similar term in Spanish.

The level of acceptance that Ecuadorians have respect to this incoming words, vary greatly. From young people who easily accept and make them part of their daily use, not only in writing but also in speaking, to the older generations and purists of the language who believe that we have to support the Spanish lexicon because it is very rich in terms.

In my opinion anglicisms should be strictly used when necessary, that is because of a lack of Spanish equivalent terms in order to maintain the importance of our mother tongue, our culture heritage and identity. Additionally we should recommend students, our children and in general, the youngest people to be careful in the overuse of these foreign terms.

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# **ANNEXES**

## CHARTS

The following are the forms I used in my research work.

Qualitative Tab.

Anglicisms	Examples	Number of times the Word repeats	Title of the article	Date

Author: .....

Quantitative Tab.

Anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author: .....

Most frequent anglicisms.

Anglicisms	Number of times the Word repeats
Total	

Author: .....

**QUESTIONNAIRE FOR SOCIOLOGICAL ANALYSIS.**

1. Do you agree in the use of anglicisms in the Ecuadorian media.

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2. Do yourself use anglicisms in your daily communication.

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3 Do you think that anglicisms enrich or deteriorate the Spanish language.

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4. Are anglicisms really necessary or can be replaced by similar words in Spanish.

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5. Which fields of culture are mainly affected with the use of anglicisms.

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