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

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

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CERTIFIES THAT:

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

Loja, November 2010

ELIANA PINZA TAPIA  
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## AUTHORSHIP

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

November, 2010

Tapia Andachi Oscar Guillermo  
Author

## DEDICATION

I want to dedicate my thesis to my whole family, especially to my beloved wife Pilar, who for many years has been at my side giving the full support I needed to reach my purposes. Love and understanding have undoubtedly been important elements that allowed me to be motivated and maintained a persistent attitude for the planned goals.

I am also grateful with my daughter Nicole, who has shown a great strength and maturity in adverse situations. What is more, some difficulties have been the stimulus that I needed to carry out this work.

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## ABSTRACT

This study is A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS. It took place in Quito, Ecuador from October 2009 to April 2010 and was based on the analysis of three important newspapers in Ecuador: the national newspaper “El Comercio”, the local Newspaper “La Hora” and the tabloid “El Extra” which were collected from December 6 to December 12 in 2009.

In the analysis made in the present research, it was necessary to apply quantitative as well as qualitative methods. This study contains a deeply analysis made on the linguistics, comparative and sociolinguistics aspects.

The results show the most frequent Anglicism used in Ecuadorian newspapers and the level of acceptance that Ecuadorians have on the use of Anglicisms. In addition, this research showed that the highest numbers of Anglicisms are in the national newspapers; this happens because the mentioned variable has more information than the other investigated variables. Moreover, the highest number of Anglicisms is in the Advertisement section; this occurs because a great number of Anglicisms in this section have to deal with computer jargon, electronic devices, and vehicles, evidencing the influence of United States over Spanish speaking countries.

Through the extensive research done, I think this thesis project will help to have a better idea about the influence of English Language over Ecuadorian newspapers.



## INTRODUCTION

It is known that English is the most widely spoken language around the world and its influence on many other languages has been undeniable. Ecuador like many other Spanish speaking countries has been influenced by the use of lexical borrowings that have changed the speech habits of its inhabitants. For this reason, the present study was aimed at making A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS, which has been carried out based on the observation, analysis, and description of Anglicisms in the variables “El Comercio”, “La Hora”, “El Extra” and through the sub variables: news, ads, sports, social pages, and reports.

The purpose of this research was to determine the influence of English language through the use of Anglicisms in Ecuadorian newspapers. In this way, the research done by Alfaro (1950), in his book Dictionary of Anglicisms was very useful not only for the quantity of Anglicisms but also, for his deeply study in order to determine the use of them. Additionally, I consider very important to mention the invaluable help that I found in books and guides proportioned by the Universidad Técnica Particular de Loja along the levels of Teaching English as a Foreign Language program.

This research is a very important topic for Ecuador because there have not been enough investigations related to the use of Anglicisms in Ecuadorian newspapers. So that, this study provides a good number of

Anglicisms carefully analyzed through linguistics, comparative and sociolinguistics aspects. This study will enable Ecuadorians to have a broader perspective on the use of Anglicisms in our society.

Most of the variables and sub variables analyzed in this research have easy access; therefore, I did not experience problems with its accessibility. In addition, the contribution in the sociolinguistic analysis that my colleague teacher, specialized in Literature and Spanish language provided, was really helpful. However, I had experienced some trouble at the moment of interviewing the journalist due to the insufficient free time of him. Finally, the two readers surveyed in this research are very close to me, so I had no difficulty coming together with their points of view.

In the process of this project, I have encountered some problems, but the most representative was the difficulty to find reliable information about the etymological origin of some words. Thus, it was necessary to consult several dictionaries in order to obtain the most accurate information for this research. However, all of these difficulties were overcome due to my own motivation of getting my bachelor's degree.

The proposed specific objectives for this thesis were the following:

To determine the influence of English language on the linguistic expressions used in Ecuadorian newspapers. I think it was completely achieved not only by the quantity of collected Anglicisms but also, the

arguments made by the interviewed people through the sociolinguistic analysis of the three investigated variables.

To identify syntactic and lexical Anglicisms more commonly used in newspapers material in Ecuador. It was achieved in a 100% as it is demonstrated in the linguistics analysis.

To know the level of acceptance in the use of Anglicisms in Ecuadorian newspapers. The information obtained through the interviews applied to the linguistic expert, the journalist, and the two readers was helpful to achieve this objective.

To make a deep analysis of the Anglicisms found in Ecuadorian newspapers regarding to the etymological, syntactic-semantic and morphological aspects of 30 Anglicisms; it has been achieved in a 100% as the qualitative analysis demonstrates.

Finally, another objective was to determine the written sections of the Ecuadorian newspapers in which the use of Anglicisms are more commonly used; it was completely achieved as the chart nineteen of the quantitative analysis reveals.

## METHODOLOGY

This research took place in Quito, Ecuador. It was started in October 2009 searching information in a great quantity of books from public libraries, private libraries, personal books, and the Internet.

To develop this research, it was extremely important to apply some methods of investigation. These methods were the bibliographic research that was applied for gathering the scientific material necessary to write the theoretical background and the qualitative and quantitative methods which were very useful to organize, analyze, and interpret the results.

Having had finished the theoretical background, I put my totally attention on getting Anglicisms from the variables to be investigated: “El Comercio”, “La Hora”, and “El Extra”, as well as, the sub variables: news, advertisements, social pages, reports, and sports. It was no difficult to have access to these samples because public in general have accessibility to them.

The information collected of these variables and sub variables from December 6 to December 12, were transcribed to an excel chart considering the context where the word was found, the heading where this information was taken, the number of word repetition and the date.

It is important to mention that some techniques and instruments were vital to collect information. First, skimming, scanning, and extensive reading were used to develop the theoretical background as

well as the charts showed in this research. The interview was another source used to do the analysis of Anglicisms. Moreover, it is quite important to reveal which materials were essential to build up this project and they are a computer, paper, models of interview, Internet, books, and people to interview.

After using all these methods, techniques, and materials, I was able to continue with the research. Then, by January 15, I have had already finished the tabulation of all found Anglicisms in the three investigated variables.

Once the results gathered through the field research were classified and tabulated, it was also necessary to develop the descriptive, interpretative, and statistical analysis of those results. Then, the obtained results were analyzed considering the linguistic, comparative and sociological aspects.

The linguistic analysis was done considering the etymological, morphological and syntactic-semantic of thirty Anglicisms. In fact, the use of Diccionario de la Real Academia de la Lengua, the Merriam-Webster Dictionary among others, including books related to the study of Anglicisms were necessary for the corresponding linguistic analysis.

The comparative analysis was done based on the information collected from the charts sixteen, seventeen, eighteen and nineteen. Indeed, the obtained information through this process was very useful

in order to determine the frequencies and percentages of the found Anglicisms in each variable and sub variable.

The sociological analysis was made considering the criteria provided by a professional in linguistics, a journalist, and the two readers who, with their points of view helped me to determine the acceptance or rejection regarding to the use of Anglicisms, the impact in our society, as well as whether its use will enhance or deteriorate the Spanish language.

Finally, the obtained evidence from the analyses was the support that allowed me to build up the conclusions.

## RESULTS

### QUALITATIVE TABULATION

Chart One

Variable: National Newspaper “El Comercio”

Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the Article	Date
WEB	El estado y organismos autónomos a tener disponibles en sus páginas web	1	Un año con sello de transparencia	12/6/2009
USD ( United States Dollar)	Se pago una deuda de USD 30 millones	2	Intervención a un Canal	12/6/2009
USD ( United States Dollar)	el viaje en lancha cuesta USD 300	4	Tobar Donoso esta más ligada a Colombia	12/6/2009
USD ( United States Dollar)	la compañía de remediación pago USD 405.087	3	La Fiscalía detecta indicios de peculado en el caso quality	12/6/2009
SHOPPING	el escenario se monto en el exterior del shopping	1	Ofertas y shows alientan el consumo en navidad	12/6/2009
MARKETING	Lorena Weisson jefa de marketing de san marino	2	Ofertas y shows alientan el consumo en navidad	12/6/2009
USD ( United States Dollar)	por compras superiores a 50 dólares se entregan bolsos	4	Ofertas y shows alientan el consumo en navidad	12/6/2009
GPS (Global positioning System)	los uniformados lo ubican en números y grados en sus GPS	1	Dos sembríos de coca fueron hallados en una semana	12/7/2009
USD ( United States Dollar)	el clorhidrato de cocaína cuyo costo es de USD 40mil el kilo en USA	2	Dos sembríos de coca fueron hallados en una semana	12/7/2009
USD ( United States Dollar)	las ventas diarias alcanzaban los USD 120	3	Los locales de fotocopiado y cibercafés están afectados	12/7/2009
CHIPS	Intel cancelo sus planes de entrar con sus chips al mercado	1	Intel y sus finanzas	12/7/2009

HOLDING	el holding de muchos negocios	1	EL ascenso y la fuerte caída de Dubái	12/7/2009
GAYS	prohibición que impedía a los gays y lesbianas a acceder a la alta jerarquía	3	Polémica por un obispo lesbiana	12/7/2009
USD ( United States Dollar)	proyectos de construcción por USD 430 millones fueron abandonados	3	EL ascenso y la fuerte caída de Dubái	12/7/2009
CLUB	Marcelo ZS un ex dirigente de un club del Guayas	1	Una tonelada de droga se incauto en tres semanas	12/8/2009
USD ( United States Dollar)	5 vehículos, 6 armas de fuego, 7 celulares y USD 147.180	4	Una tonelada de droga se incauto en tres semanas	12/8/2009
USD ( United States Dollar)	Euromedia vendió cada ambulancia a USD 34 mil	6	El Fiscal formulara cargos contra Chang	12/8/2009
USD ( United States Dollar)	Los aranceles cobrados a los universitarios fueron de USD 50 mil	6	La dirección de los colegios detono la disputa	12/10/2009
USD ( United States Dollar)	Hemos invertido en estos proyectos 1.8 millones	12	EEUU invirtió USD 80 millones en el control de drogas	12/10/2009
USD ( United States Dollar)	pagar multas que van desde los USD 39 a 220	6	Los jóvenes de Chile se automarginan de la elección	12/10/2009
WEB	El televidente puede interactuar como si navegara por la web	2	El formato de la Tv digital con informe definitivo	12/11/2009
CONSUL	Manifestó el cónsul colombiano Jorge Arciniegas	2	Informe final de la comisión de angostura tiene inconsistencias	12/12/2009
USD ( United States Dollar)	La importación de combustibles que asciende a USD 3322 millones	8	El crudo empujo la inversión social	12/12/2009
INTERNET	ingresar el formulario 361 a través de Internet	1	El papeleo pierde fuerza en empresas	12/12/2009
USD ( United States Dollar)	en el mercado local el caco se cotiza en USD 131	3	El precio del cacao en su mejor época	12/12/2009

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Chart Two

Variable: National Newspaper "El Comercio"

Sub variable: Ads

Anglicisms	Examples	Word repetition number	Title of the Article	Date
INTERNET	se vende centro de copiado e Internet 093018146	6	Business	12/6/2009
MASTER	arriendo departamento dos dormitorios con master	3	Real State	12/6/2009
TRADE MARKETING	busca asistente de trade marketing en quito enviar CV	1	Jobs and Services	12/6/2009
MERCHANDISING	Tommy hilghfiger desea vendedores y merchandising	1	Jobs and Services	12/6/2009
CHIP	doble chip importador de celulares,tv,radio, cámaras	1	Computer	12/6/2009
HATCHBACK	optra 2007 084434296	1	Automobile	12/6/2009
FULL	optra limited 2006, full equipo 097955587	3	Automobile	12/6/2009
COUNTER	counter con conocimientos para agencia de viaje	1	Jobs and Services	12/6/2009
CUSTOMER SERVICE	Empresa de transporte int. requiere customer service	1	Jobs and Services	12/6/2009
KIT	para negocio kit termo	2	Products	12/6/2009
HARDWARE	necesito tecnólogo en sistemas software y hardware	2	Jobs and Services	12/6/2009
WEEKENDS OUT	weekends out nuevas amistades 2237856	1	Sexual Services	12/6/2009
CLUB	por viaje vendo membrecía Club arrayanes 2457328	5	Business	12/6/2009
LUNCH	solicito jóvenes sueldo comisión y lunch diario	1	Jobs and Services	12/6/2009

MARKET	mini market por no poder atender vendo 3112985	3	Markets	12/6/2009
WEB	politécnicos diseño páginas web	6	Jobs and Services	12/6/2009
BURGER	vendo burguer buena clientela 095577633	2	Business	12/6/2009
BAR	shawarma bar restaurante con excelente clientela 098882934	4	Business	12/6/2009
SOFTWARE	reparación de computadoras software.redes	6	Computer, Jobs and Services	12/6/2009
STOCK	disponemos stock multiplexores 2509722	2	Products Electric Material	12/6/2009
CHIP	doble chip importador de celulares,tv,radio, cámaras	1	Products Cell Phones	12/7/2009
HATCHBACK	Evolution 2006 1.4 095943283	1	Automobile	12/7/2009
FULL	BMW full equipo en perfecto estado	4	Automobile	12/7/2009
RESTAURANT	por viaje vendo restaurant amplias instalaciones	3	Real State Restaurants	12/7/2009
CUSTOMER SERVICE	Empresa de transporte int. requiere customer service	1	Jobs and Services	12/7/2009
KIT	para negocio kit termo	2	Products Home Products	12/7/2009
HARDWARE	necesito tecnólogo en sistemas software y hardware	2	Jobs and Services	12/7/2009
WEEKENDS OUT	weekends out nuevas amistades 2237856	1	Sexual Services	12/7/2009
CLUB	por viaje vendo membresía Club arrayanes 2457328	5	Real State Business	12/7/2009
LUNCH	solicito jóvenes sueldo comisión y lunch diario	1	Jobs and Services	12/7/2009
MARKET	mini market por no poder atender vendo 3112985	2	Real State Markets	12/7/2009
INTERNET	se vende centro de copiado Internet 093018146	6	Real State Business	12/8/2009

PENTHOUSE	2 dormitorios linda vista 099784215	2	Real State Apartment	12/8/2009
HATCHBACK	Evolution 2006 hatchback 1.4 2553309	3	Automobile	12/8/2009
FULL	optra 1.8 gris flamante full equipo	5	Automobile	12/8/2009
BAR	Arriendo bar karaoke factura 700 semanal 098399946	3	Real State Business	12/8/2009
KIT	para negocio kit termo	2	Products Home Products	12/8/2009
HARDWARE	necesito tecnólogo en sistemas software y hardware	2	Jobs and Services	12/8/2009
CHIP	importador celulares doble chip 2 GB de memoria	1	Products Cell Phones	12/8/2009
LUNCH	solicito jóvenes sueldo comisión y lunch diario	1	Jobs and Services	12/8/2009
PEDIGREE	Lindas Beagle con pedigree y chip	2	Pets	12/9/2009
PENTHOUSE	Extranjeros comparto pent-house frente casa de la cultura	2	Apartment	12/9/2009
HATCHBACK	Hermoso evolution 2006 hatchback 1.8 2553309	5	Automobile	12/9/2009
FULL	Hermoso Rio excite 2007 2530407	10	Automobile	12/9/2009
BAR	Bar discoteca sector mariscal con prestigio 087011084	2	Real State Business	12/9/2009
SHOPPING FUN	American Express te invita por cada 25 dólares de consumo al sorteo de un Gran Vitara	3	News Page	12/9/2009
GIFT CARD	de USD 200 para consumir en el condado shopping	1	Sport Page	12/9/2009
GIFT CARD	Diners Club te invita a regalar la gift card usd 200 condado shopping	2	News Page	12/10/2009
PENTHOUSE	230.00 vendo pent-house patria y diez agosto 2244910	2	Real State Apartment	12/10/2009

HATCHBACK	Impecable Optra 2006 hatchback 1.8 3353273	2	Automobile	12/10/2009
FULL	Impecable Kia Jeep 4x4 2734501	12	Automobile	12/10/2009
BAR	Bar discoteca sector mariscal con prestigio 087011084	2	Real State Business	12/10/2009
SHOPPING FUN	American Express te invita por cada 25 dólares de consumo al sorteo de un Gran Vitara	2	News Page	12/10/2009
BODY GUARD	Body guard requiere guardias y repcionistas 2261571	1	Jobs and Services	12/10/2009
MASTER	arriendo departamento 2 dormitorios, master con jacuzzi 2508630	2	Real State Apartment	12/11/2009
PENTHOUSE	230.00 vendo pent- house patria y diez agosto 2244910	2	Real State Apartment	12/11/2009
HATCHBACK	Corsa evolution 2006 hatchback 095054771	5	Automobile	12/11/2009
FULL	Full extras Dimax 2007 15900 099800030	8	Automobile	12/11/2009
BAR	Bielas bar necesita personal viva al sur 2840660	1	Jobs and Services	12/11/2009
Shopping Fun	American Express te invita por cada 25 dólares de consumo al sorteo de un Gran Vitara	2	News Page	12/11/2009
BODY GUARD	Body guard requiere guardias y repcionistas 2261571	1	Jobs and Services	12/11/2009
LOOK	Peluquería tu Look necesita señorita estilista	1	Jobs and Services	12/11/2009
CHIP	Importador de celulares doble chip 2 GB de memoria	1	Products Cell Phones	12/11/2009
MASTER	arriendo departamento 2 dormitorios, master con jacuzzi 2508630	4	Real State Apartment	12/12/2009

PENTHOUSE	230.00 vendo pent-house patria y diez agosto 2244910	4	Real State Apartment	12/12/2009
HATCHBACK	Corsa evolution 2005 hatchback 2468927	8	Automobile	12/12/2009
FULL	BMW 325 i full 2905292	11	Automobile	12/12/2009
BAR	Bielas bar necesita personal viva al sur 2840660	1	Jobs and Services	12/12/2009
SHOPPING FUN	American Express te invita por cada 25 dólares de consumo al sorteo de un Gran Vitara	2	News Page	12/12/2009
BODY GUARD	Body guard requiere guardias y recepcionistas 2261571	1	Jobs and Services	12/12/2009
CLUB	de oportunidad vendo acción club de liga 3441318	4	Real State Business	12/12/2009
CHIP	Importador de celulares doble chip 2 GB de memoria	1	Products Cell phones	12/12/2009

Author: Oscar Tapia Andachi

Chart Three

Variable:

National Newspaper “El Comercio”

Sub variable:

Social Pages

Anglicisms	Examples	Word repetition number	Title of the Article	Date
SPOT	la fabril explica que el spot tiene como concepto el cuidado de los colores	3	La lluvia y los colores son protagonistas	12/7/2009
USD ( United States Dollar)	la adquisicion de células de otras personas puede costar hasta USD 25 mil	7	Los bancos de célula Madre son una inversión segura	12/7/2009
FACEBOOK	Facebook cuenta en la actualidad con 350millones de usuarios	1	Facebook con nuevos cambios de privacidad	12/7/2009
BLOG	agrego el creador del sitio en su blog	1	Facebook con nuevos cambios de privacidad	12/7/2009
CALLING PRICE	Decamerón con su tarifa calling price para viajar a Santa Marta o Panamá	1	Decamerón	12/9/2009
USD ( United States Dollar)	La planta de tratamiento costaría más de USD 7 millones	3	El 95 % de las aguas servidas van al rio Tahuando	12/9/2009
SHOW	con un show de conducción un grupo de ciclistas realizan recorridos turisticos	2	Los actos de las fiestas tuvieron problemas de organización	12/8/2009
USD ( United States Dollar)	Fueron USD 940 mil para la organización de las fiestas	4	Los actos de las fiestas tuvieron problemas de organización	12/8/2009
ROBOTS	En el mercado la oferta se mantiene carros, aviones, robots	2	El juguete didáctico se revaloriza en esta época	12/12/2009
PUZZLES	Ernesto Soto y Richard Masa elaboran legos y seriaciones puzzles	1	El juguete didáctico se revaloriza en esta época	12/12/2009
GAME BOY PLAY STATION	Juguetes electrónicos y digitales: computadoras, game boy, play station nintendos, radio tetris	1	El juguete didáctico se revaloriza en esta época	12/12/2009

Author: Oscar Tapia Andachi

Chart Four  
Variable: National Newspaper “El Comercio”  
Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
USD ( United States Dollar)	habrían pagado unos USD 3.5 millones	2	Dos Invasiones y una ocupación frenan varias obras en Guayaquil	12/6/2009
USD ( United States Dollar)	El costo promedio USD 5 a 20 por persona	1	la Foch es el centro de las fiestas quiteñas	12/6/2009
VIDEOCLIPS	Su estilo musical y su videoclips son famosos	1	Bjork Islandia 1965	12/6/2009
PC (Personal computer)	El ecuatoriano José Álvarez creó un PC que funciona en el auto	1	La PC ahora funciona en el auto	12/6/2009
USD ( United States Dollar)	cuyo precio oscila entre USD 6 mil y 9 mil	1	La PC ahora funciona en el auto	12/6/2009
CD (Compact Disc)	dispone de un teclado para insertar CD, o DVD	1	La PC ahora funciona en el auto	12/6/2009
BARTENDER	El horario de María Moreno Mesera y bartender no ha variado mucho	1	El ritmo de trabajo aumento en las fiestas capitalinas	12/7/2009
USD ( United States Dollar)	USD 25 mil es el promedio mensual de facturación de este negocio	1	Ecuador exporta seguridad a Colombia	12/7/2009
GANGSTER	La historia de una novia de un Gangster que se pelea con una banda de asesinos	1	Un año más sin el niño malo de Hollywood	12/8/2009
RAVE	las escenas proyectadas dan forma a una larga fiesta rave	1	El publico vio juventud sexo, y drogas en Mentiras Y gordas	12/8/2009
USD ( United States Dollar)	Se encuentra árboles de navidad desde USD 25	1	En la Carolina funciona la feria por Navidad	12/9/2009
USD ( United States Dollar)	La inversión asciende USD 40 millones	7	Salud inmuniza a niños y adultos	12/9/2009
USD ( United States Dollar)	Informe que tiene USD 500 al mes por ese trabajo	1	En Zamora Chinchipe los mineros arman un frente	12/10/2009

RECORD	los nobel establecieron un nuevo record al galardonar a 5 mujeres	1	Obama justifico premio al recibir el Nobel	12/11/2009
USD ( United States Dollar)	A cada uno de los galardonados se les asigno un cheque por USD 1.420.000	1	Obama justifico premio al recibir el Nobel	12/11/2009
BOOM	El boom de la soya promovió la deforestación	2	Los recursos para proyectos en debate	12/11/2009

Author: Oscar Tapia Andachi



Chart Five

Variable: National Newspaper “El Comercio”

Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CLUB	Jeovanny Ibarra termino el año con una gran conquista en el club chulla	1	El titulo se celebro en medio de la lluvia	12/6/2009
USD ( United States Dollar)	La entrada más barata para la copa del mundo cuesta USD 20	1	1.000.000 millón de entradas a la venta	12/6/2009
RANKING	Los ganadores obtendrán 60 pts. para el ranking sudamericano juvenil	1	Los Ecuatorianos disputaron la mayoría de las finales de tenis	12/6/2009
SET	en el primer set Merker mantuvo mas la concentración	2	Los Ecuatorianos disputaron la mayoría de las finales de tenis	12/6/2009
CLUB	el volante amazónico y su club sumaron 34 puntos	1	Valencia marco otro gol para el M. United	12/6/2009
CLUBS	eliminación simple clásico regionales son las características impuestas por los clubs	1	Los sistemas del torneo	12/7/2009
CLUB	Antonio Valencia anoto otro de los cuatro tantos del Club Británico	2	Tottenham saco otro empate	12/7/2009
RANKING	Luego David Ferrer 18 del Ranking	3	España gano la copa Davis	12/7/2009
CLUB	el club estuvo en quiebra durante el primer semestre del año	3	La adversidad fortaleció al Deportivo Quito	12/7/2009
SURF	La delegación tricolor participara en Ski náutico y surf	2	Karina Navarrete logro el primer oro para Ecuador en triatlón	12/8/2009
CLUB	El club guayaquileño ayer derroto 1 a 0 a Liga	3	Liga sin cupo para la Libertadores	12/8/2009

CHAMPIONS	El real Madrid, Milán y juventud son los favoritos para la Champions League	1	La champions define a los clasificados	12/8/2009
USD ( United States Dollar)	El ganador se embolsara USD 5 millones	2	Barcelona es el Favorito del Mundial de Clubs	12/8/2009
MANAGER	el ex manager Whitey fue elegido para entrar al salón de la sala	1	Manager Whitey Herson entro en el salón de la fama	12/8/2009
SKI	La delegación tricolor participara en Ski náutico y surf	2	Karina Navarrete logro el primer oro para Ecuador en triatlón	12/8/2009
CLUBS	Barcelona estará en el mundial de Clubs que empezara mañana	1	Barcelona es el Favorito del Mundial de Clubs	12/8/2009
LEAGUE	Juventus fue eliminada y tendrá que conformarse con la Eurocopa League	1	Milán se Clasifico a los octavos de final	12/9/2009
CLUB	Estos jugadores son fundamentales en el club	2	Dreer y Laneiro siguen en Deportivo Cuenca	12/9/2009
MASTER	Los jinetes podrán participar en las siguientes categorías: infantil master, jinetes A y B, Young riders, juvenil y prejuvenil	3	El campeonato nacional reúne a los mejores jinetes	12/9/2009
YOUNG RIDERS	Los jinetes podrán participar en las siguientes categorías: infantil master, jinetes A y B, Young riders, juvenil y prejuvenil	2	El campeonato nacional reúne a los mejores jinetes	12/9/2009
USD ( United States Dollar)	El valor de los boletos será de USD 10	4	Lappenti y Massu jugaran en Miña Tennis Club	12/9/2009
CLUB	El presidente del club chileno unión española confirmo un partido entre ambos elencos	1	Deportivo Quito y Unión Española jugaran un partido amistoso	12/10/2009
CHAMPIONS	Cristiano Ronaldo reconoció que aún le falta para aportar más en la champions league	1	Ronaldo "trabajo para hacer historia en el Real Madrid	12/10/2009

LEAGUE	Cristiano Ronaldo reconoció que aún le falta para aportar más en la champions league	1	Ronaldo "trabajo para hacer historia en el Real Madrid	12/10/2009
MARKETING	Para eso ya estamos trabajando en un plan de Marketing	1	La UTE gasto USD 250 mil para subir a la B	12/11/2009
CLUB	EL cuerpo técnico de este club logro el ascenso a la primera categoría	8	La UTE gasto USD 250 mil para subir a la B	12/11/2009
MASTER	las categorías serán infantil juvenil, elite, senior y master	1	La diez K de aloag será el 27 de diciembre	12/11/2009
CLUB	Peña aclaro que ningún dirigente albo converso con el presidente del club	4	Caicedo y Endara reforzaran al Deportivo Cuenca el próximo año	12/12/2009
USD ( United States Dollar)	El torneo repartirá USD 10 mil	2	El future femenino se inicia hoy en comisque	12/12/2009

Author: Oscar Tapia Andachi

Chart Six

Variable: Local Newspaper “La Hora”

Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CHIPS	Ayer se entregaron los chips en el centro comercial caracol	2	Festival atlético infantil	12/6/2009
ROBOTS	Los presentes puedan interactuar con los robots	1	Palabra de Robot	12/6/2009
CLUB	Un incendio mortal ocurrió la noche del viernes en un club nocturno	1	Incendio mortal en club nocturno de Rusia	12/6/2009
NIGHT CLUB	En el night club Pepe Pio propiedad de José Alfredo	2	Lo quebraron de un solo balazo en un night club	12/7/2009
MARKETING	Ricardo Paredes coordinador de Marketing	2	Ofertas y premios en los centros de ahorro	12/9/2009
CLUB	Un incendio mortal ocurrió la noche del viernes en un club nocturno	1	Incendio mortal en club nocturno de Rusia	12/9/2009
STAND BY	La ley de comunicación queda en Stand by	1	La ley de comunicación queda en Stand by	12/10/2009
ROBOTS	Los presentes puedan interactuar con los robots	1	Palabra de Robot	12/10/2009
MALL	los juzgados funcionaron en un edificio frente al Mall	1	Papelón del Consejo de la Judicatura	12/10/2009
INTERNET	Utilizo el servicio de Internet para publicidad	1	ministra de Salud arma su defensa	12/10/2009
CHIP	La implantación de un chip será necesario para identificar a los canes	1	El anunciado control de las mascotas esta solo en papel	12/12/2009
INTERNET	Muchos vendedores utilizan el Internet para vender	6	Ahorre hasta un 42% comprando por Internet	12/12/2009
WEB	Los clasificados funcional mejor con la Web	4	Ahorre hasta un 42% comprando por Internet	12/12/2009
NOTEBOOK	compre mi notebook en 250 dólares y me llevo en 48 horas	1	Ahorre hasta un 42% comprando por Internet	12/12/2009

Author: Oscar Tapia Andachi

Chart Seven

Variable:

Local Newspaper “La Hora”

Sub variable:

Ads

Anglicisms	Examples	Word repetition number	Title of the Article	Date
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/6/2009
CLOSET	Aproveche vendo casa hermosa con acabados de primera closets, grifería etc. 2245225	1	Real State House	12/6/2009
SHOPPING FUN	Con American express disfrute y gane siendo parte de nuestra promoción shopping fan	2	News Page American Express Banco de Guayaquil	12/7/2009
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/7/2009
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/9/2009
SHOPPING FUN	Con American express disfrute y gane siendo parte de nuestra promoción shopping fan	1	News Page American Express Banco de Guayaquil	12/9/2009
CHIP	chip todas las operadoras disfruta de tu regalo perfecto en navidad	2	Products Cell Phones	12/10/2009
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/10/2009
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/11/2009
SERVICE	Escort service chicas triple A	1	Servicios Sexuales	12/11/2009
FIRST CLASS	acompañantes first class exclusivo servicio de modelos 099946306	1	Servicios Sexuales	12/12/2009

Author: Oscar Tapia Andachi

Chart Eight  
Variable: Local Newspaper “La Hora”  
Sub variable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CD (Compact Disc)	Los gritos de las barras se mezclan con el CD de la banda 24 de mayo	2	Vecinos juegan por su desarrollo	12/6/2009
BUFFET	En los restaurants habrá un buffet servido y a las 23:00 inicia el show artístico	2	Decamerón palaciega majestuosidad	12/6/2009
SHOW	En los restaurants habrá un buffet servido y a las 23:00 inicia el show artístico	2	Decamerón palaciega majestuosidad	12/6/2009
FILMS	películas de gran perfil internacional busca impulsar sus films	1	La mejor de la década	12/7/2009
ULTRA LIGHT	siempre he realizado ascensos ultra light	1	Patricio Tisalema manda en las montañas de Asia	12/8/2009
FILM	tercero se ubico el film brothers	1	eclipsa a vampiros	12/8/2009
SEXY	Un cabello sexy femenino y sencillo es parte del nuevo look	1	Aliste tijeras para recibir el año con estilo	12/9/2009
LOOK	Un cabello sexy femenino y sencillo es parte del nuevo look	2	Aliste tijeras para recibir el año con estilo	12/9/2009
RECORD	la súper estrella estadounidense batió el record	2	Favorita en los grammy	12/10/2009
HALL	En el hall principal de la universidad san francisco	2	Libertad de expresión en afiches	12/10/2009
REALITY	Fue uno de los finalistas para el reality fama o drama	3	Nuevo rostro en la canción	12/10/2009
MISS	Gabriela Ulloa estuvo a punto de ser Miss Ecuador	1	Gaby tras el cetro mundial	12/11/2009
THRILLER	The lovely es un Thriller surrealista y daliniano	1	The Lovely	12/11/2009
STOCKS	hasta el 19 de diciembre si no se agotan los stocks	2	Candle in the wind ofrece sus artículos	12/12/2009

Author: Oscar Tapia Andachi

Chart Nine  
 Variable: Local Newspaper “La Hora”  
 Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CRACK	la fabricación de muebles de mimbre realizados con papel crack	2	Muebles de mimbre	12/6/2009
GAY	La primera playa gay abierta al mundo	7	Gayrotos	12/7/2009
SLOGAN	Bajo el slogan Rugby is reaching out	2	Rugby un viejo vuelve a las olimpiadas	12/10/2009
CRACK	la fabricación de muebles de mimbre realizados con papel crack	2	Muebles de mimbre	12/11/2009
LASER	El laser puede combinarse con otras técnicas	1	técnicas complementarias para mejorar la vista	12/12/2009

Author: Oscar Tapia Andachi

Chart Ten

Variable: Local Newspaper “La Hora”

Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
SETS	Hidalgo cayó en la final ante los estadounidenses en tres sets	2	Hidalgo vicecampeon de dobles	12/12/2009
SET	Daniela tenía el partido 5 a 4 en el segundo set	2	Bustamante Campeona	12/6/2009
RECORD	El húngaro Daniel Gyurta batió dos veces el record	3	Tres records en jornada inaugural	12/11/2009
RANKING	En el ranking que les permitirán clasificar al master	1	Finalizo sexta etapa del Ecuajuniors	12/9/2009
RANKING	Los 6 mejores premiados en el ranking provincial	1	Provincial de villar desde el Lunes	12/11/2009
RANKING	La pareja gana 6 puntos para el ranking de dobles	1	arranca el torneo de las futuras estrellas	12/12/2009
MATCH	entre esos un durísimo match de semifinal	1	Hidalgo vicecampeon de dobles	12/12/2009
MASTER	En el ranking que les permitirán clasificar al master	1	Finalizo sexta etapa del Ecuajuniors	12/9/2009
HAT TRICK	Owen marco un hat trick en el partido de la liga de campeones	1	Michael Owen salva al Manchester	12/9/2009
CLUB	Sarzosa presidente del club	3	Renacen las esperanzas	12/10/2009
CLUB	Deportivo Quito llega a ser otro club bicampeón	3	La escuadra azulgrana logro su primer bicampeonato	12/6/2009
CLUB	Christian Benitez marco un gol para su club el Birmingham ante el Wigan Athletic.	2	El Chucho anota	12/7/2009
CLUB	ESPN dice que el club chulla acumulo el cuarto título desde su aparición	1	Resaca alentadora para los chullas	12/7/2009
CLUB	El último golpe recibido por el club	1	Antonio Valencia es pieza clave en la alineación del Manchester	12/8/2009



CLUB	Competencias de adiestramiento en el club rancho San Francisco	3	Serrano gana prejuvenil de salto	12/11/2009
CLUB	informo ayer el club brasileño	2	Inter confirma a Fossati	12/12/2009
CLUB	Por utilizar la imagen del club azulgrana en el mercado turco	1	Barcelona anuncia boicot	12/12/2009

Author: Oscar Tapia Andachi

Chart Eleven

Variable: Tabloid “El Extra”

Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the Article	Date
NIGHT CLUB	En el night club Pepe Pio propiedad de José Alfredo	2	Lo quebraron de un solo balazo en un night club	12/7/2009
JEAN	Vestía chompa obscura y jean	1	Metralla murió en su ley	12/8/2009
By PASS	a través de un by pass de las aguas residuales que proviene de algunas ciudadelas	1	Luz verde para procesar aguas servidas	12/10/2009
CONSUL	EL cónsul de Estados Unidos las visito personalmente	2	Mujeres comuneras de Santa Elena	12/11/2009
JEANS	El fallecido llevaba un jean azul camiseta blanca	1	Taxista estrangulado en la vía a Lloa	12/12/2009

Author: Oscar Tapia Andachi

Chart Twelve  
Variable: Tabloid “El Extra”  
Sub variable: Ads

Anglicisms	Examples	Word repetition number	Title of the Article	Date
FULL	Chevrolet spark 2009 full	5	Automobile	12/6/2009
NIGHT CLUB	Vendo night club de oportunidad ciudad puyo	1	Real State Business	12/6/2009
SOFTWARE	Instalamos programas de juego, cable y software	2	Jobs and Sevices	12/6/2009
BUFFET	Servicio de buffet para eventos navideños	2	Food and Services	12/6/2009
SHOW	Show mágico, hora loca, bailarinas, payasos	1	Services Sexual services	12/6/2009
FULL	Mazda 2600 full perfecto estado	1	Automobile	12/7/2009
INTERNET	Internet Inalámbrico, ilimitado cobertura total	1	Jobs and Services	12/7/2009
LAPTOP	Laptop HP 625 más IVA	4	Products Computer	12/7/2009
TOUR	Tour Dakar de fin de año	2	Jobs and Services	12/7/2009
SHOW	mágico show , hora loca, bailarinas, payasos	1	Services Sexual services	12/7/2009
INTERNET	Internet Inalámbrico, ilimitado cobertura total	1	Jobs and Services	12/8/2009
LAPTOP	Laptop HP 625 mas IVA	4	Products Computer	12/8/2009
CLUB	alquilo casa villa club 3 dormitorios	2	Real State Business	12/8/2009
FULL	vendo trooper automático full	6	Automobile	12/8/2009
CALL CENTER	Personal atención cliente call center	2	Jobs and Services	12/8/2009
NIGHT CLUB	vendo night club lockers	1	Real State Business	12/8/2009
CLUB	Alquilo casa villa club 2 plantas	1	Real State House	12/9/2009
NIGHT CLUB	Vendo night club lockers de oportunidad	1	Real State Business	12/9/2009

SOFTWARE	Instalamos programas de juego, cable y software	1	Jobs and Services	12/9/2009
FULL	Toshiba 410 más IVA	6	Products Electronic Devices	12/9/2009
CALL CENTER	Urgente personal para call center	3	Jobs and Services	12/9/2009
NIGHT CLUB	Vendo night club lockers de oportunidad	1	Real State Business	12/10/2009
SOFTWARE	Instalamos programas de juego, cable y software	1	Products Electronic Devices	12/10/2009
LAPTOP	HP 625 más IVA	3	Products Electronic Devices	12/10/2009
NIGHT CLUB	Vendo night club lockers de oportunidad	1	Real State Business	12/11/2009
SHOW	Gran hora loca precios bailarinas excelente show	1	Show Sexual Services	12/11/2009
LAPTOP	HP 625 más IVA	6	Products Computer	12/11/2009

Author: Oscar Tapia Andachi

Chart Thirteen

Variable: Tabloid “El Extra”

Sub variable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CHECKING	Cuando mejor la pasan es el checking de las lindas Quiteñas	1	De veredazo en la plaza de toros	12/6/2009
FASHION	En el veredazo mas fashion mas popular y mas cool de Quito	1	De veredazo en la plaza de toros	12/6/2009
COOL	En el veredazo mas fashion mas popular y mas cool de Quito	1	De veredazo en la plaza de toros	12/6/2009
LOOK	Sorprendió a todos con su nuevo look	4	La teletón con tinte internacional	12/7/2009
SEXY	Ella era la imagen sexy del grupo Garibaldi	1	Pilar Montenegro	12/7/2009
RECORD	Seguros de superar este record la bodega propone 48 horas seguidas de entretenimiento radial	1	Ecuador busca romper un record guiness	12/12/2009
INTERNET	La bodega musical una conocida radio por Internet	1	Ecuador busca romper un record guiness	12/12/2009

Author: Oscar Tapia Andachi

Chart Fourteen

Variable: Tabloid “El Extra”

Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
GAY	La primera playa gay abierta al mundo	7	Gayrotos	12/7/2009
FANS	quiere revivir en los corazones de sus fans	2	Tercer mundo confirma su tercera gira mundial	12/8/2009
COVER	yo te voy amar, un cover cantado a su estilo	1	Nexo 4 con buena música	12/8/2009

Author: Oscar Tapia Andachi

Chart Fifteen

Variable: Tabloid "El Extra"

Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the Article	Date
CLUB	La liga es un club sin problemas económicos	3	Domingo extra deportivo	12/6/2009
PEOPLE	Ante Emelec en la casa blanca para despedirse de su people	1	Domingo extra deportivo	12/6/2009
POSTERS	En lugar banderas, posters y frases	1	Y dale y dale Quito dale!!	12/7/2009
LEAGUE	Al momento suma tres goles en la premiere y dos en la champions league	1	Valencia va por su sexto gol	12/8/2009
CRACK	Tiene 18 años y pinta para crack	2	Bryan de la Torre el as bajo la manga	12/8/2009
MARKETING	Estudia marketing en la universidad Espiritu Santo	1	Estudia marketing en la universidad Espiritu Santo	12/8/2009
CLUB	Los directivos del club emprendieron el viaje	3	Un pollo le dará fuerzas al gallito	12/8/2009
CLUB	EL club sport Emelec pelea por el repechaje a copa libertadores	2	Emelec le embarro la cara a liga	12/9/2009
RECORD	ES un verdadero record porque ni hay equipos en la B	2	River la tercera fuerza del Guayas	12/10/2009
CLUB	El club sport Emelec dirigido por el profesor Carlos D Stefano	2	Sábado finaliza provincial de fustal	12/10/2009
CLUB	El 31 de diciembre quedo libre para irme a otro club	5	Banguera: si no firmo hasta el 31 toca irme	12/11/2009
MASTER	Estarán festejando con un torneo de indor master	2	Indor master en cascol	12/11/2009
LEAGUE	Su buena participación en la champions league y el sueño de jugar una gran copa	1	Noboa sentía que todos lo miraban	12/12/2009
CHAT	No dejara ni el facebook ni el chat para estar pendiente de todo lo que pueda	1	Noboa sentía que todos lo miraban	12/12/2009

FACEBOOK	No dejara ni el facebook ni el chat para estar pendiente de todo lo que pueda	1	Noboa sentía que todos lo miraban	12/12/2009
LOOK	Ahora muchos pequeños imitan su look	1	Noboa sentía que todos lo miraban	12/12/2009

Author: Oscar Tapia Andachi

Chart Sixteen

Variable : National Newspaper  
"ElComercio"

	Section	Frequency	Percentage
Anglicisms	News	82	20.65
	Ads	207	52.14
	Social Pages	26	6.55
	Sports	58	14.61
	Reports	24	6.05
	Total	397	100.00

Author: Oscar T.

Chart Seventeen

Variable: Local Newspaper " La Hora"

	Section	Frequency	Percentage
Anglicisms	News	25	24.04
	Ads	13	12.50
	Social Pages	23	22.12
	Sports	29	27.88
	Reports	14	13.46
	Total	104	100.00

Author: Oscar Tapia Andachi

Chart Eighteen

Variable: Tabloid " El Extra"

	Section	Frequency	Percentage
Anglicisms	News	7	5.98
	Ads	61	52.14
	Social Pages	10	8.55
	Sports	29	24.79
	Reports	10	8.55
	Total	117	100.00

Author: Oscar Tapia Andachi



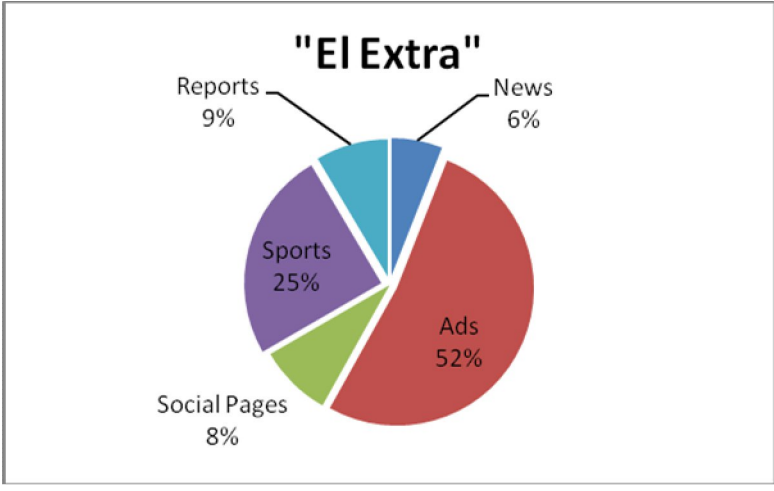
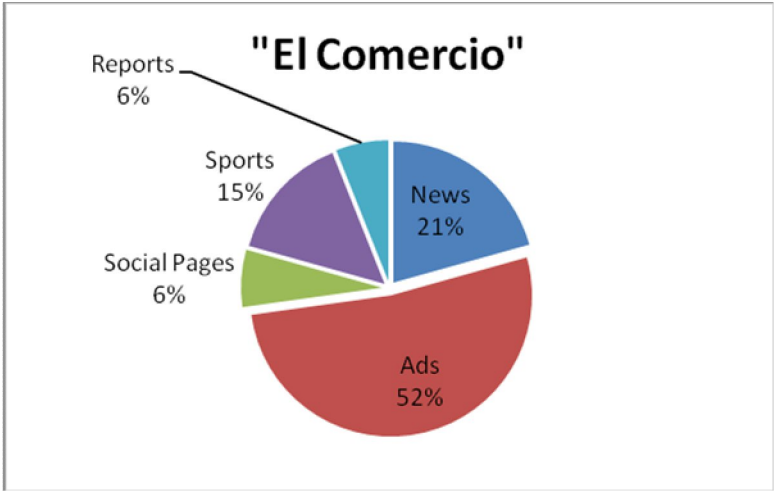


Chart Nineteen

The Most Frequent Anglicisms	
Anglicisms	Word repetition number
USD	104
CLUB	77
FULL	71
HATCHBACK	25
LAPTOP	17
INTERNET	16
MASTER	15
TAXI	13
BAR	13
PENTHOUSE	12
SHOPPING	12
PENTHOUSE	12
CHIP	10
GAY	10
SOFTWARE	10
WEB	10
FISRT CLASS	10
RECORD	10
NIGHT CLUB	9
SHOW	7
CRACK	6
HARDWARE	6
KIT	6
LOOK	6
RANKING	6
SET	6
MARKET	5
MARKETING	5
CALL CENTER	5
BUFFET	4
CONSUL	4
LEAGUE	4
ROBOT	4

STOCK	4
BODY GUARD	3
CD	3
GIFT CARD	3
LUNCH	3
REALITY	3
SPOT	3
BOOM	2
BURGUER	2
CHAMPIONS	2
FACEBOOK	2
CUSTOMER SERVICE	2
FILM	2
FAN	2
JEANS	2
PC	2
SEXY	2
SKI	2
SLOGAN	2
SURF	2
WEEKENDS OUT	2
BARTENDER	1
BLOG	1
BY PASS	1
CHAT	1
CHECKING	1
CLOSET	1
COOL	1
COUNTER	1
COVER	1
FASHION	1
GAME BOY	1
GANGSTER	1
GPS	1
HALL	1
HOLDING	1
LASER	1
MANAGER	1
MALL	1

MATCH	1
MERCHANDISING	1
MISS	1
NOTEBOOK	1
PEDEGREE	1
PEOPLE	1
PUZZLES	1
POSTERS	1
RAVE	1
SERVICE	1
STAND BY	1
THRILLER	1
TICKETS	1
TRADE MARKETING	1
ULTRALIGHT	1
YOUNG RIDERS	1
VIDEOCLIP	1
CALLING PRICE	1

Author: Oscar Tapia A

## DISCUSSION

This section is mainly based on the theoretical background, which includes the scientific material that represents the basis of a deep analysis of the obtained results. Additionally, this section contains the description, analysis and interpretation of thirty Anglicisms, which has been analyzed in a linguistic, a comparative and a sociological way. Finally, the conclusions that this research has conducted will be displayed.

### Theoretical Background

Human beings since its creation around two million years ago have been developing their intelligence, spirituality and physical appearance. Moreover, human beings have been creating a great deal of tools that have helped them to take advantage of the Mother Nature. One of the human advantages is the communication through the use of language. (Angelis and Zordan, 2009).

Some paleoanthropologists affirm that language just appear thirty five thousand years ago. Indeed, there exist two theories about the origin of language; one is biologic with the expressive-sounds and imitations, and the other one is anthropologic with a system of sounds produced intentionally. Moreover, in relation to these prior arguments, it is imperative to expose some investigations about language.

## Language

Espinoza (2005) says, Language is a complex system used for human communication, based on a small number of arbitrary vocal symbols and sounds units, which combine, according to certain rules, into large and more complex structures with semantic content.

Chomsky in “Language and Thought” (1967) said that, Language is the specific characteristic that Human Beings have to express feelings and communicate with others.

According to Espinoza (2005), Language is based on sound units because it is primarily oral and for that purpose human beings produce in the vocal tract, integrating them into sound units which have semantic content. He reveals three main elements that we have to consider in language communication:

- ✓ The person who speaks.
- ✓ The person who listen.
- ✓ The third person who does not participate in the dialogue, but is many times the object of the conversation.

Dobrovlosky and O’Grady, cited by Burneo (2008, p. 7) say, “Language is certainly the most important issue in any human community or culture”. According to them and go further in their definition. They say that language is a system of communication, a medium of thought, and a vehicle for literary expression, and a factor of nation building. In addition, myths, laws, customs, traditions and

beliefs are passed down from generation to generation by means of language.

The same authors state that language it is an extremely complex, highly abstract, and very productive system linking meanings with sounds and symbols in speech acts capable of achieving communication among the members of a particular speech community. In addition, I consider quite important to elicit the concept of language by a briefly explanation of Linguistics.

## Linguistics

As stated by Saussure (1986), Linguistics is the study of human language. However, the ways in which language can be studied are a complex issue. For Saussure, linguistics is also the study of language manifestation and the social and cultural influences that shape its development.

According to Nunberg cited by Burneo (2008), Linguistics deals with the study of all aspects of human language regarding the way in which speakers use their native language, and what they must know in order to use in a communicative manner. He goes on saying linguistics is the scientific study of natural language. Language is used for human communication because it is concerned only with human beings. For instance, some animals can act in response to certain commands of language, but is not enough to generate communication. Therefore, only

humans have the ability to acquire and use language in an innate manner.

There have been some substantiation, which has contributed to the study of Linguistics; the most representative personalities are Ferdinand de Saussure, and Noam Chomsky. Particularly, the last one thinks that besides grammatical rules there is some universal commons, what it means that any person has the innate capacity to produce and understand language.

According to Wikipedia (2009), “there are many sub-fields concerned with the particular aspects of linguistic structure, meanings and the relation between language and social context. Most of them focused primarily on form, others focused on the meaning, and they are Phonology, Syntax, Pragmatics, Semantics and Morphology”.

### Phonology

According to Burneo (2008, p. 16) “Phonology is branch of linguistics, which deals the speech sounds in general according to their production, composition, distribution and function within the language”. In other words phonology studies the sound of the language and describes the way sounds function within a given language.

In agreement with Halle Morris and Noam Chomsky in “The sound pattern of English” (1968), English Phonology is an area under discussion which deals not only with English articulation, but also with various hypothesis about speech sounds and how they are used in



language, this theoretical context is called; phonetics and phonemics. Phonemics is the study of the sound system; while phonetics is in charge of the study of particular speech sounds from their articulatory, acoustic and auditory forms.

### Syntax

As reported by Burneo (2008, p. 9) “Syntax is a subfield of linguistic that studies the main principles and rules that manage the way words are joined together to form phrases, clauses and sentences. That is to say, the syntax of language is the set of constitutive rules that speakers follow when they combine words into sentences”. She goes on to state that Syntax is the study of the grammatical relations between words and other units within a sentence.

To sum up, the same author states that syntax of English can be regarded as the core of the language, because it links meaning with sounds and written symbols to form words.

### Pragmatics

As stated in Wikipedia (2009), “Pragmatics is another sub-field of linguistics, which studies the way context of language contributes to the communication and meaning. Pragmatics explains how language users are able to overcome apparent indistinctness language”.

The same source says that the framework in which utterance is produced refers to any linguistic or social situation that may influence the realistic understanding of signs expressions. This branch of

linguistic makes the distinction between sentence meaning and speaker meaning which is extremely fundamental for both semantics and pragmatics.

### Semantics

As explain in Wikipedia (2009), “It is the branch of linguistic concerned with the study of structure and the development of the meaning on speech forms, or with contextual meaning study of meaning usually in language”. Wikipedia continues go on to state the word semantic signifies a variety of ideas, from the most common to the highly technical words. Semantics deals with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences, and any component of communication.

Burneo states on that Grammarians have recognized two Kinds of meaning: word meaning and speaker’s meaning. Word meaning refers to the central denotation. While, speaker’s meaning refers to what a speaker aims to convey when speaker uses the language in communication.

### Morphology

By means of Wikipedia (2009), it is a branch of linguistic that deals with word’s pattern and structure words. Thus, morphology is the identification, analysis, combination, and description of the structure of words. Whereas, words are generally accepted as the smallest units of

syntax, it is obvious that in most languages words can be related to other words by rules.

The principles of word-formation manage both the phonological and the morphological formation of words. Then the Morphological structure refers to many possible combinations of morphemes – prefixes, roots and suffixes to make up words (Burneo, 2008).

The same author states that morphemes are the most elemental important units in any human language. Thus, Burneo said that there are words formed by a single morpheme and there others formed by more than one morpheme. Morphemes might be free or bound. A free morpheme is meaningful on its own, which means that it needs to be joined to other morpheme to have meaning. Contrary to this, bound morphemes need to be linked to other morphemes to have meaning.

## Morphological Procedures

### Derivation

As reported by Webster's New World Dictionary (1988), "Derivation is the origin and development of a word". The same source states that it is the process of forming words from bases by the addition of affixes other than inflectional morpheme, or by internal phonetic change.

The affixes could be in two ways: by suffixes and by prefixes a derivational suffix usually applies to words of one syntactic category and changes them into words of other syntactic categories. For instance we

have derivational suffix when we change adjective to noun, or adjective to verb. A prefix will rarely change the syntactic category in English. A derivational affix applies to adjectives, in some verbs, but rarely in nouns. (Wikipedia, 2009)

Parasynthesis; It refers to the process of forming words by both compounding and the addition of derivational affixes. (Merriam-Webster Dictionary, 2009). While, Composition is the process of forming compounds from two or more base morphemes: distinguished from affixation. (Webster's New World Dictionary, 1988)

### Historical Linguistic

Five hundred years ago, it was Latin, for it was the dominant Language of education, commerce, religion, and government in the western world. In the sixteen century, however, French, Italian, and English gained in importance because of political changes in Europe, and Latin progressively became displaced as a language of spoken and written communication (Alfaro, 1950).

The same author states that historical linguistics was comparative linguistics and mainly concerned with establishing language families and the reconstruction of prehistoric proto-languages, using the comparative method and internal reconstruction.

Burneo (2008) said that Although, philosophers and linguistics had for centuries being interested in the phenomenon of human language in general and in particular human languages, the nineteen-

century witness the awaking of and outstanding interest in what came to be called historical or comparative linguistics.

Burneo goes on to state that throughout the rest of the nineteenth-century, intellectuals were concerned with the huge project of charting all of the relationships among languages in this group, and determining the historical changes that have occurred during this time.

In accordance with Alfaro (1950), in the XXI century, academics understand that all languages are regularly changing. The decline of Latin also brought with it a new justification. Latin was said to develop intellectual abilities, and the study of Latin grammar became an end in itself.

“When once the Latin tongue has ceased to be a normal vehicle for communication, and was replaced as such by the vernacular languages, then it most speedily became the supremely dead language, a disciplined and systematic study of which was held to be undisciplined as a basis for all forms of higher education”. (V. Mallison cited in Titone 1928:26)

Alfaro affirmed that, as a result of America's discover, some colonial powers invade other countries. Thus, their religion, products, traditions, and languages often become dominant. Countries such as Portugal, Spain, France, Italy, and England have generally imposed their languages along with their rule. A clear example of this impose are all

the countries which speak Spanish, Brazilians who speak Portuguese, and Americans who speak English.

The same author cited before asseverates that, over the last couple of centuries, English is the world's most widely studied foreign language, but, Why is like that? Well the reason is not hard to infer it. British colonialism had sent English language around the globe during the 19th century; moreover, British colony was considered one of the biggest warlike powers and prospers countries at that time.

In agreement with Saville-Troike (2007), Throughout the 20th century this incidence was preserved, English language is spoken in more than a hundred countries, and a quarter of the world's population is already fluent or skilled in English (1.5 billion and little by little growing), which is more than people speaking Mandarin Chinese (1.1 billion).

According to Saville-Troike (2007), English Language has not so much relation with the number of people speaking it. English has political, military, and economic power. Other reasons might be artistic qualities, literary power, and religious reputation. All of these aspects have contributed to develop the use of English language in nearly everyone country.

### Language change

Austen's cited by Holmes (2008) says that, Talk of language change, like the discussion between the young people at the beginning

of the book “An Introduction of Sociolinguistics” is a more accurate description. Speakers innovate, sometimes spontaneously, but more often by imitating speakers from other communities. Holmes states that if their innovations are adopted by others and diffuses through their local community and beyond into other communities then linguistic change is the result.

Holmes states that language varies in three major ways, which are interestingly interrelated overtime in physical space, and socially. The source of change overtime is always current variation.

Just as Holmes discussed, within a monolingual community the superficial impression may be that, everyone speaks the same. In a small town, it often seems that everyone uses the same language. However, a little thought will soon identify areas of variation, most obviously in vocabulary and pronunciation. A good source of information on changes, which are currently in progress, is the “letter to the editor” section of many newspaper and magazine. People often write about language changes they have observed. They usually complain about them. Many of these changes will be transitory, but some will persist and become incorporated regarded as crude shortening of omnibus, hotel, for instance.

All language change has its origin in variation, the possibility of a linguistic change exists as soon as a new form develops and begins to be used alongside and existing form. (Holmes, 2008)

## Language Vice

According to Carreño cited by Arizaga (2008) in her thesis project “Anglicisms in Business Signs, Banners, and Billboards” says that the systematic study of verbal communication it is not only important to get terms that enhance vocabulary as learning new and improved terminology or the knowledge or rhetoric figures or the dialectic differences that come up from language, but also to identify those terms that stay back in the same language when we exclude the exchange of experiences.

The same author states that we must be careful in the use of appropriate language, without losing the freshness and modernity of electronic media. In addition, language sometimes falls into errors classified as defects of language. Vargas (2009) says that defective language is divided into three main groups:

Pragmatics defects; it is based on archaism and neologism. The first one is related to the little use of words, and the second one deals with literary progress. New words come from mainly science and technology. (Carreño and Vargas, 2009)

Syntactic defects is the most affected linguistic in communication. Catachresis happens when someone employs one word for another. Even though, the meaning is different. Solecism when without any justification the language is compressed. Monotony deals with lack of



enough vocabulary to communicate. Finally, Vargas says that semantic defects are based on barbarism of importation and expression.

### Neologism

As stated in Wikipedia (2009), Neologisms are often created by combining existing words or by combined words that begin to be used commonly. Neologism also can be created through abbreviation or acronym by intentional rhyming with existing words or simply playing with sounds.

As stated in coursework (2009), over the investigation on Neologisms, many different words are created through technologies, events, and people. In addition, for no particular reason, not all of these words are created from nothing, and there is often a reason with a method for the creation of a word.

### Barbarisms

In agreement with “Thesis Project Tutoring”, an annex by Burneo, Alvear, Benitez and other colleagues (2009, p. 57), “The word barbarism comes from the Latin Barbarum; this word has two important features. First, it refers to the people who used to live out of the Roman Empire, and second, because the Roman citizens considered the foreigners as wild people”. For this reason, we have two types of barbarisms: Expression and importation.

The authors cited before state that Barbarism of Expression refers to the words that having had their origin in their natural language,

adopt some degenerative forms. They could be explained in three major parts: Words written with mistakes, words without the proper pitch and intonation, and words with defective expression.

The same authors state up that Barbarism of Importation refers to all the words that do not belong to natural language of a specific community, but these communities have incorporated words as valid idiomatic expressions. Most of Spanish speakers consider that barbarisms are Anglicisms that come from English language.

### Anglicisms

According to Novotna (2007), Anglicisms is the direct or indirect influence of English language over other languages. These influences are contemplated in lexical, syntactic and phonology structures.

Alfaro (1950) contributes saying that an Anglicism is a word from British or American English language used in a non-English language. Alfaro continues go on to state that today, our world is closer linked than ever before. Consequently, the cultural identities of the countries around the world combine more and more from individual identities into one general identity. This is due to a process called globalization. This term means a social change, an increased connectivity among societies and their elements because of transculturation. While, the process of globalization steps further, American life will continue influencing over other cultures.

According to Görlach (1994), most languages of the world have been affected by the development of English in the path of the past century. The importance of the English language can be illustrated by the huge influence it has on so many other languages. Görlach states go on that this influence leads to the act of borrowing of helpful words from the English language and recording them in foreign languages, so-called loan words, or in the case of words from the English language. In linguistics, this straight process is referred to as direct or primary loan words.

The same author states that even though, any native language is rich in their vocabulary, always will be inevitability to incorporate new words, as consequence of fulfillment of the expressive needs of the speakers, and due to the technological advance.

Alfaro states that, nowadays, United States is particularly where comes from most of the Anglicisms, as consequence of the power's influence that this nation exerts over activities of other countries. The industries that this country has developed in the last century have been undoubtedly; movies, music, communication media, Electronic devices, medicines, clothes, food, and other goods. Besides, there some Anglicisms that are considered as linguistics calques. For example, the word hot dog is used in English as in Spanish.

The same author said that, constantly, there are a lot of words that come from other languages and get into to a specific language.

Some of them are words that enrich the vocabulary, but others are unnecessary. However, the great deal of Anglicism do not have precedents in the history, the continue interchange of words develop even more this phenomenon.

As stated in Wikipedia (2009). One way to appreciate the influence above other countries and especially over Spanish speaker countries is by the analysis of the economical, political and scientific progress of American society.

#### The American Economy

As stated by Alfaro (1950) in his book “Diccionario de Anglicismos”, the weight of the American economy on most of the countries has always been a great issue. The economic policy of the United States is controlling businesses throughout the entire world and therefore has a great impact on every country and company. For instance, the world’s business language is English.

#### The American Influence in Politics

“During past years, the European Union and United States of America gained more and more influence in their world’s politics. Thus, their political decisions usually affect to the rest of countries”.

(The Modern Language Journal, p. 204-208)

## The Technology and Scientific Advance

The use of Anglicisms in scientific and technological information is very common, there are some words that have its origin in American society and have passed to the Spanish speaker without any change in meaning, semantic, and sometimes in the syntax way. For example, the word chip which is used to refer an item of a computer device, and has the same meaning and syntax in Spanish also. (Wikipedia, 2009).

Wikipedia also states that due to this assertion made by some linguistics. They have suggested dividing Anglicisms into four types: direct phonetic imitation, lexical, grammatical calques, and contamination of orthography.

The same source states up that computer jargon is generally full of direct imitation, e.g. "swap". Other uses of languages with plentiful Anglicisms are pop music, gaming, fashion, automobile and to some extent scientific terminology. This is considered a sign of overspecialization, if used outside the context of the jargon. In addition, Lexical calques take an English expression, and it is important to know the English equivalent term to understand this.

In agreement with Alfaro (1950), Anglicisms are loans from the English language to other languages. Besides, they are present in everyday activities, and in any society. Furthermore, the American language keeps on being the most representative power in economical, political, and technological, thus, Anglicisms will continue existing.

## Foreign language Interference

Before giving some definitions concerning to the foreign language interference, it is suggested to be familiar with its background. Therefore, multilingualism, bilingualism, and monolingualism are some of the important terms that are quite important to be aware of.

As stated in “Introducing Second Language Acquisition” by Saville-Troike (2006, p. 4), “Multilingualism refers to the ability to use two or more languages. While, bilingualism is the ability to use two languages, and monolingualism refers to the ability to use only one”.

The same author affirms that, bilingualism is present in practically every country of the world, in all classes of society. In fact is difficult to find a society genuinely monolingual. Since the beginning of language in human history, the use of more than two languages has been part of the development of the human race.

Having had some prior knowledge about multilingualism we can refer to the cross-linguistic influence, or transfer of prior knowledge from mother tongue to the second language. The two major types of transfer are: “Positive Transfer, when a mother tongue structure or rule is used in a second language and that use is appropriate or correct in the second language”. (Saville-Troike 2006, p. 19)

“Negative transfer, when a mother tongue structure or rule is used in a second language, and that use is inappropriate and considered an error”. (Saville-Troike, 2006).

## Newspaper

As stated in Wikipedia (2009), “It is a publication containing news, information, and advertising. Most of the newspapers often feature articles on political, crime, business, entertainment, society and sports”.

The same source states that newspapers are mainly published on daily or weekly, and they refer to one particular geographic area where most of the readers live. Journalists are people who design and structure the information provided in this communication media.

In concordance with Alfaro, newspapers have become a huge industry with great power into the society opinion. Newspapers permit to the people be well informed in relation to their attributes such as Obituaries, Sports, Ads, Articles, Politics, Economy and other sections found it in newspapers.

## Tabloids

As explain Webster’s New World Dictionary (1988), Tabloids is another word that has relation with a smaller newspaper format; this tabloid could be distributed weekly, semi-weekly or daily also. This kind of newspaper focuses on local-interest, stories, entertainment. Tabloids tend to sensationalize, emphasize or exaggerate stories. Moreover, the pictures presented in this newspaper are mainly scandalous.

In addition, tabloids go deeply into lives of celebrities or sport stars. In summary, this kind of newspaper has become very popular between lower social classes.

## Previous Studies

Novotna (2007) states that, English had had an exceptional influence over other countries, because of the World War II. Since then, United States have been the most dominant country. By 1945, the American influence became higher and there was tendency to follow every custom.

Charles V.J. Russ cited by Education Resources Information Center (2009) agrees with Novotna. He says that, German like many other languages has absorbed words from different languages during its history. French and Latin have continually contributed to the lexical stock of German but in the twentieth century, particularly since 1945, it has been English, especially American English, which has been the main source of borrowing.

Alfaro (1950) in his study “Dictionary of Anglicisms” states that there had existed some words coming from French language, but now they are less frequent. Instead, Anglicisms have gained a notorious transcendence because it has various ways of penetration in which is emphasized in the news agencies, newspapers, industry, commerce, science, film industry, sports, the international relationship between countries, and last, but not least, the predominant growth in economics, politics, and scientific of the English countries.

As said by Alfaro (1950), the effect that Anglicisms have in Spanish speakers is colossal, because there are some people who work



for American or Britain companies. For instance, Alfaro continues go on to state that there are people who are employed for news agencies where the principal job is to translate large chunks of information to Spanish newspapers. These tasks usually originate translations with a considerable number of errors. Consequently, the author says, this promote that some newspapers and some articles inside of the newspapers have significant quantity of Anglicisms.

According to Novotna (2007), English language does not only exert influence over people. Moreover, English language exerts big influence by scientific, technological, commerce, communication media, and movie, advances.

Alfaro (1950) agrees with Novotna saying that, another source of Anglicisms is found in industry and commerce. The constantly growth of England and United States in this subject has derived in the common use of Anglicisms. Because, the interchange of products, services, and business among Spanish speaking countries and English Speaking countries give as a result the regular use of English words in Spanish language.

The author cited before states that sports have been a good supply of Anglicisms on Hispanic countries. Words like baseball, volleyball, softball, football, rugby, golf, tennis are excellent examples of English words that have become Anglicisms in Spanish language, since most of these words never have been translated to Spanish language. Moreover,

these words have created new words due to the use of barbarisms by sports commentators.

The same author continues go on to state that film industry has contributed to the propagation of Anglicisms. United States is the country, which dominates this market around the world, but in the same way as the newspapers. Bad translations, the large quantities of words initiate the use of Anglicisms in Hispanic language.

Alfaro concludes that the English influence over Spanish has been extensive and deep, and his research on Anglicisms promotes the real use of the language avoiding the reprehensible use of Anglicisms and be proud of the beauty of our language. On the other hand, Novotna states that Anglicisms and foreign words enrich Spanish language with new terms and amplify their lexicon without negative impact. In addition, the same author concludes that the influence of English language is very strong in almost every language including those who speak Spanish.

## Description and Analysis of Results

This section shows the linguistic analysis made on thirty Anglicisms, which were chosen randomly. Moreover, in the present research it is considered the syntactic-semantic, etymological and morphological aspects of each word. There will be a comparative analysis about all variables and sub variables with the aim of establish the frequencies, and percentages of the found Anglicisms. Finally, the sociological analysis will be done in order to determine the effects that Anglicisms could produce in our culture, the acceptance or rejection of them, and whether its use improves or deteriorates the Spanish language.

### Linguistic Analysis

#### Lunch

This word is admitted by the Real Academia de la Lengua Española, and emerges from English language “luncheon” in 1812. According to Merriam Webster’s Dictionary this word refers to a regular midday meal between breakfast and dinner. In addition, in the English language this word is used as a noun, a transitive verb, and an intransitive verb. On the other hand the RAE considers the word “lunch” as light meal served in a party.

Ex: “Solicito jóvenes sueldo, comisión, y lunch diario”.

In the example above the word, “lunch” functions as a noun. In fact, it is noticeable that the analyzed word in the displayed context

refers to the midday meal that will be added to the salary and the commission for a performed work. Thus, in this case the word “lunch” has the same meaning in English as well as it is in Spanish. The word “lunch” has not undergone any morphological change.

As it is stated in the theoretical background, some words enrich the vocabulary, but others are unnecessary. I think the word “lunch” is nonessential to be used in the Spanish language because this word is replacing the word “almuerzo”. Thus, the word “lunch” is used in Spanish language because people are influenced by movies, advertisements, and other mass media.

### Counter

The Real Academia de la Lengua Española has not accepted this word yet. The word counter comes from Middle English “countour” in the fourteenth century. According to Webster New World Dictionary (1988), the word counter has some meanings: counting room, table of a bank or travel agency, a person or machine that counts, a long table, board, and cabinet top. Besides, this word has not suffered any morphologically change.

Ex: “Counter con conocimientos para agencia de viaje”

Regarding the example given above, the word “Counter” functions as a noun. In English this word has many different functions: noun, transitive verb, adverb and adjective. In addition, in the context of the

example above, the word “counter” refers to the person who works giving information.

Analyzing the correlation of this word between English and Spanish, I can say that there exists the same equivalence because in both cases, the word “counter” functions as a noun, and what is more, the word counter refers to the person who works in a table bank or travel agency giving information.

It is inevitability to incorporate new words to the Spanish language because of fulfillment of the expressive needs of the speakers, and due to the technological advance. Thus, I can say that the word counter is a new incorporation in Spanish language that enriches our vocabulary, because its translation probably would be a group of Spanish words expressing the same English idea.

## Spot

Etymologically, this word comes from Middle English akin to Middle Dutch spotted. This utterance is accepted by the Real Academia de la Lengua Española. In the English language, the word “spot” is employed as a noun, a transitive verb, an intransitive verb, and an adjective.

In the example: “La Fabril explica que el spot tiene como concepto el cuidado de colores”.

Regarding to the example displayed above, it is important to mention that La Fabril is an Ecuadorian company which manufactures

items like soaps, detergents, among other products. So, the word “spot” refers to a short advertisement which the specific function is to capture people’s attention about a specific item that cares the clothes’ colors.

This word has not experienced any morphological change. Thus, its spelling both in English and Spanish are the same. However, the pronunciation in Spanish is “espot” with the letter E at the beginning of the word. Moreover, this word has been suggested to be canceled by the REA.

Although, this utterance has the same grammar function in both languages English and Spanish, I consider this word does not enrich our language because there are other words that can be used instead of “spot” and have the same meaning like “anuncio”, “publicidad” and “propaganda”.

## Web

According to the Real Academia de la Lengua Española, the word “web” is accepted in Spanish dictionaries, and comes from Middle English, and from Old English. The word “web” according to Merriam Webster Dictionary refers to the woven or the spun network. In addition, the REA refers this term like “red informatica”

In the example: “El estado y organismos autónomos a tener disponibles en sus páginas web”

In relation to the example the word “web” refers to a governmental network page which can be used by people to find information.

Moreover, as it can be observed in the context of the example, the word “web” functions as a noun, in English this word has two functions: as a noun and a transitive verb. This utterance has not experienced any morphological change.

The word “web” has the same equivalence in both English and Spanish, and as a result of the great influence from English language over Spanish language we can say that the word “web” contributes to enhance the Spanish vocabulary not only because of globalization, but also because this word is more frequently used than its own translation in the Spanish Language.

Chip

Gangster

This word has been accepted by the Real Academia de la Lengua Española and comes from the word “gang” in 1896 when English speakers were settling in North America. In relation with the meaning of this word, we can say that “gangster” refers to a member of group of criminals. Additionally, the word “gangster” has suffered a morphological change. For this reason in Spanish dictionaries, this word is written in the following way: “gánster”. This shows an accent mark in vowel (A) and without the second (G) in the first syllable.

In the example “La historia de una novia de un Gangster”

In agreement with the context of the example displayed above, the word “gangster” refers to the person who belongs to a group of criminals

whose girlfriend is the principal character in that story. Besides, it is noticeable that the word “Gangster” functions as a noun. In English this word functions also as a noun.

In my personal opinion, I can say that this word does not enrich the Spanish language since, the words that are similar in meaning are: “delincuente” or “pandillero”. In addition, this term is not so frequent in Spanish lexicon.

### Record

According to the Real Academia de la Lengua Española, the word “record” has been accepted in the Spanish language. Etymology, this word comes from Middle English *recorden*, in the fourteenth century. Analyzing it in a semantic way, the word “record” refers to the best performance and highest rate.

Ex: “Los Nobel establecieron un nuevo récord al galardonar a  
5 mujeres”

In the context of the example above, the word “record” refers to the highest rate number of five extraordinary women who deserved the Nobel award.

In this case, the word “record” functions as a noun, but in English this word functions as a transitive verb, an intransitive verb, a noun and an adjective.

This word has experienced a morphological change; for this reason, in Spanish dictionaries we find this word written with an accent



mark on vowel “E”; (récord). In other words, this utterance has suffered a change from the original English, being added an accent mark on the first syllable, becoming a grave Spanish word.

By the fact that this term has a frequent use in different context, particularly in sports sub variable where is very common to see phrases like “En un tiempo record” or “intentó batir un record”, it is noticeable that this utterance enhances our vocabulary not only because this term has been adopted by Spanish speakers as part of our lexicon but also, there is no terms that could replace its translation.

## Club

This word is accepted by the Real Academia de la Lengua Española, and comes from Middle English “clubbe” in the thirteenth century. Morphologically, this word has not suffered any change.

Example: “Estos jugadores son fundamentales en el club”

In relation to the example displayed above, the word “club” refers to an athletic organization where its members are very important to the team. Additionally, in the context of the example, the word “club” functions as a noun. In English, this word functions as a noun, a transitive verb and an intransitive verb.

According to this statement, I can say that the word “club” enhances our vocabulary even though in Spanish we have the word “asociación” or “organización” that could replace the mentioned word. This is because there are some new words that begin to be used

commonly and those words are created thorough technologies, events, and people. Sport commentators have been who have incorporated the word “club” as part of our lexicon. What is more, the use of this word has become normal and with the same equivalence in both languages.

## Marketing

According to the Real Academia de la Lengua Española, the word “marketing” is accepted in Spanish dictionaries. This utterance comes from English language in 1561. However, morphologically the word “marketing” is used in both languages without any change; its translation in Spanish is “mercadotecnia”.

Example: “Ricardo Paredes coordinador de marketing”

In the context of the example above the word “marketing” refers to a strategic position involved in business activity. In addition, in this case the word “marketing” is employed as a noun; in English this word has also the same function.

In the theoretical background of this research, I came across of some opinions about the influence of American economy over most of the countries, and I agree that the world’s business language is English.

Although, we have the Spanish words “mercadotecnia” or “mercadeo” many people prefer to use the word “marketing” because this utterance has broader meaning than the other. For this reason, this term enhances our lexicon not only for being accepted as part of

Spanish vocabulary but also, most of people related with business language understand the meaning of this word in any context.

### Stand By

The Real Academia de la Lengua Española has not accepted the word “stand by” and etymologically, this word comes from English language in the thirteenth century. Morphologically, this term has experienced the following change: in English it is written as one word: “standby”, while in Spanish this word is written separately: “stand by”.

Ex: “La ley de comunicación queda en stand by”.

In the context of the example above, the word “stand by” is used as an adjective. Moreover, in English this word functions as an intransitive verb, and a transitive verb.

In my personal opinion the word “stand by” is an obvious example of catachresis which according to Vargas (2009) is one of the syntactic defects of language; basically catachresis refers when someone uses one word for another even though its meaning is different. Thus the word “stand by” not only has an imperfection in its syntactic form, but also I can say that the mentioned word should be replaced by the Spanish phrase “en espera”. Consequently, I consider the word “stand by” an unnecessary Anglicism.

### Closet

In relation to the Real Academia de la Lengua Española the word “closet” has been accepted in Spanish dictionaries. This word comes

from Middle English in the fourteenth century. Additionally, this utterance has undergone a morphological change; it is written in the following way: “clóset”, in other words, we can notice an accent mark on vowel “O”.

Example: “Vendo casa Hermosa con acabados de primera,  
closets, etc”

According to the example above, the word “closet” refers to a small room or place where clothes are stored. Moreover, in this case, the word “closet” functions as a noun whereas in English this utterance functions as a noun, a transitive verb, and an adjective.

Even though, the word “closet” has the same equivalence in Spanish as well as English, and in spite of the fact that this utterance could be replaced by the word “armario empotrado”, I strongly believe that this word enhances our lexicon not only because of neologism, which refers to the use of new words instead of the old ones but also, due to globalization because, many people understand the meaning of this term in any context.

## Buffet

The word “buffet” has not been accepted by the Real Academia de la Lengua Española. This word comes from Middle English, Anglo-French in the thirteenth century. Morphologically, this word has experienced one change in Spanish language. As a result of this, the

mentioned term is written in the following way: “bufet” i.e. one “F” is omitted.

Example: “En los restaurants habrá un bufet servido a las  
23:00”.

In the example above, the word “bufet” refers to a meal, where guests are served by themselves. In addition, According to the example displayed before, this term functions as a noun. In English language it functions as a noun, and a transitive verb.

Even though, this utterance has the same equivalence in the Spanish language, as well as in English; I could not find a term in Spanish that replace its meaning. Consequently, I consider the word “bufet” enriches our vocabulary because this utterance has been adopted as part of our vocabulary and does not represent any alteration for our lexicon.

## Film

This word comes from Middle English “filme” and from old English “filmen” before the twelfth century. This utterance is accepted by the Real Academia de la Lengua Española. Additionally, the word “film” refers to a play, a story, etc. photographed as such a sequence, and specifically it has relation with a movie story. However, it is important to mention that this word has experienced a morphological change, for this reason in Spanish dictionaries is written in the following way: “Filme” to be precise the letter “E” is added at the end of the word.

Ex: “Películas de gran perfil internacional buscan impulsar sus  
films”

The word “film”, in the sentence above functions as a noun. In English language, this word can be used as a noun, a transitive verb, and an intransitive verb. Thus, the word “film” has the same equivalence in Spanish as it is in English. It cannot be considered as a new incorporation in the Spanish language as demonstrate the fact to be accepted by the Real Academia de la Lengua Española. Moreover, I think this word could be replaced in Spanish by the word “película”, thus, I consider this utterance as an unnecessary Anglicism.

### Look

The word look is accepted by the Real Academia de la Lengua Española, and comes from Middle English and old English “locian”. Semantically, the word “look” refers to an attractive change in personal appearance.

Ex: “Un cabello sexy y sencillo es parte del Nuevo look”

In relation to the example above, this word functions as a noun. In English, this utterance functions as a noun, a transitive verb, and an intransitive verb. Moreover, this word has not suffered any morphological change.

Even though, the word “look” can be replaced by some words in Spanish like: “apariencia” and “lucir”, I could not find a specific term in Spanish which fits perfect in every context. Therefore, I think the word

“look” enriches the Spanish vocabulary, because the frequent use of this utterance in different context, especially in those related with fashion aspects has produced a complete incorporation to the Spanish language.

## Ranking

The word “ranking” is accepted by the Real Academia de la Lengua Española, and comes from Middle English “rank” in 1847. Semantically, the word “ranking” refers to the act of listing people or thing in order of importance.

Ex: “los 6 mejores premiados en el ranking provincial”.

According to example displayed above the word “ranking” functions as a noun whereas in English, this utterance has two functions: noun and adjective. In addition, this utterance does not show up any morphological change.

By the fact of being accepted by the Real Academia de la Lengua Española, the word “ranking” cannot be considered as a new incorporation. Moreover, it is evident that this utterance is used in Spanish the same way it is in English. Thus, I consider this utterance enhances our vocabulary because it is used in the same context as it is English. Moreover, there exist some words that is not recommendable its translation. In the context displayed before the use of the word “ranking” is accurate and does not represent any alteration for our Language.

## Fashion

This word comes from Middle English “fasoun”, Anglo-French “fauschoun”, and from latin “faction” in the fourteenth century. This utterance is not accepted by the Real Academia de la Lengua Española. Morphologically, this word has not suffered any change.

Example: “En el veredazo mas fashion, mas popular y mas cool  
de Quito”

In the present example the word “fashion” is used as an adjective. In English has two functions: noun and transitive verb. Therefore, there is no equivalence in both languages English and Spanish because in the context of the example above the word “fashion” refers to an event where the current style or mode of dress is evident in Quito’s people.

I consider this utterance like an enhancement to our language due to the fact that, there are some Anglicisms used in Spanish vocabulary as a result of the American influence in many subjects like sport, industry, economy and others. Thus, in my criterion the use of the word “fashion” has become incorporated to our lexicon even though, in Spanish this term can be replaced by the word “moda”.

## Internet

The word “Internet” is accepted by the Real Academia de la Lengua Española, and comes from English language in 1985. The word “Internet” refers to an electronic communication network that connects computer facilities around the world. Additionally, in both languages



English and Spanish, this utterance functions as noun and has not experience any morphological change.

Example: “La bodega musical es una reconocida radio por  
Internet”

We can say that this word is a new incorporation because of the year of acceptance in the RAE. The word “Internet” has sameness in both languages; the same pronunciation and also the same spelling. It is evident that this utterance comes from as a result of technological advance. Thus, not only this word could be considered as a clear example of positive transfer, but also in my personal opinion this utterance enriches our vocabulary because there is no term in Spanish that could replace its translation.

Gay

This word has been accepted by the Real Academia de la Lengua Española, and comes from Middle English, Anglo-French “gahi” and old german “jah”. Furthermore, the word “gay” has not experienced any morphological change. In the example: “La primera playa gay abierta al mundo”. We can notice that the word “gay” refers to a special beach for homosexual people. Additionally, this utterance is performed as a noun however, according to the English Webster Dictionary this word can be used as an adjective and also as a noun in English language.

Doing the analysis of the word “gay”, we can see that there is equivalence in both languages because, it functions as a noun and also

with the same meaning. On the other hand, this term could be considered as a new incorporation in Spanish, because this utterance can be replaced by the words “marica” or “homosexual”. In spite of the fact that we have those Spanish terms, many people prefer the term “gay” evidencing a notorious influence of globalization. Therefore, I consider, this utterance enriches our vocabulary and it does not affect the Spanish vocabulary.

### Cover

The word “cover” has not been accepted by the Real Academia de la Lengua Española, and comes from Middle English “coveren” and from old French “covrir”. According to Merriam Webster Dictionary the word “cover” refers to a version of a song performed with a fresh interpretation.

Ex: “Te voy a amar es un cover cantado a su estilo”

In the example above the word “cover” functions as a noun. In English language, this word has three different functions: transitive verb, intransitive verb and noun. It is noticeable that the word “cover” has equivalence in both languages, because as we can see in the example, this term functions as a noun. In addition, this word has not suffered any morphological change.

The use of this utterance is not so frequent in Spanish language but, in my personal opinion it has being incorporated to our language due to the fact of the huge influence that our society receives in music

matter from other cultures and especially from the American culture. Thus, I consider this word enhances our vocabulary not only because it has the same equivalence in both languages but also, there is no term in Spanish that could replace its meaning in English.

### Chat

This word comes from Middle English “chatten” in the fifteenth century, and has not been accepted by the Real Academia de la Lengua Española. Semantically, it refers to an informal talk or conversation by Internet.

Ex: “No dejara ni el chat ni el facebook para estar pendiente de  
lo que pueda”

In relation to the displayed example, the word “chat” functions as a noun. In English language this utterance can be used as an intransitive verb and also as a noun. In addition, in Spanish there exist the inflection “chatear” which is used as a verb. For instance, “los jovenes chatean en el facebook”.

The use of this word is the same in Spanish as well as English, the loan is evident and exactly with same context. As a result of this, we can notice the word “chat” has not undergone any morphological change.

Due to the influence that English language exerts over Spanish language in relation to technological and scientific information, the word “chat” is an Anglicism that currently is used in Spanish vocabulary and

has appeared with the technological advances. Therefore, I consider that this word enriches our vocabulary.

## People

The word “people” has not been accepted by The Real Academia de la Lengua Española, and comes from Middle English “peple” in the thirteenth century. Morphologically, this word has not experienced any change.

Example: “Liga juega ante Emelec en la casa blanca para despedirse de su people”

In the context presented above, the word “people” refers to a large quantity of inhabitants that are going to observe a soccer event. Additionally, the word “people” in this case works as a plural noun whereas, in English this word functions as a plural noun and a transitive verb.

As we can see in the example above the word “people” has the same equivalence in both languages, but this word could be replaced by the Spanish word “gente”. Consequently, I think the use of this English word is an unnecessary Anglicism and what is more, in my personal opinion its use deforms our vocabulary.

## Poster

The Real Academia de la Lengua Española has accepted this word. Etymology, the word “poster” comes from English language “post” in 1605. Nevertheless, morphologically this word has undergone a change, because it is written in the following way: “póster”, in other words with an accent mark over vowel “O”.

Example: “En el lugar hubieron banderas, posters y frases”

According to the example illustrated, the word “poster” refers to a large printed cards or sheets of paper used in order to advertise in a soccer game. Moreover, this word functions as a noun in both English and Spanish language. Thus, I can say that this word has equivalence in both cases.

The word “poster” could be replaced in the Spanish language by terms like “afiche” or “cartel”. Thus, although I consider this word as an unnecessary Anglicism, we can regard this word as a new incorporation that enriches our vocabulary due to the frequent use which it is replacing the old words by the new ones.

## Fan

This word comes from English language; probably it is a short expression for “fanatic”, which comes from Latin “fanaticus” in 1682. According to the Real Academia de la Lengua Española, this word has been accepted without any morphological change.

Ex: “Quiere revivir en los corazones de sus fans”

In reference to the example, the word “fan” refers to an enthusiastic person about specific sport, pastime or performer. Additionally, the word “fan” functions as a noun. In English this word functions in three different ways: noun, transitive verb and intransitive verb. Consequently, we can notice that this word has equivalence in both languages. In my personal opinion, this word it has been used by people due to the influence of American culture over Spanish speaking countries especially in activities related with sport and people performance. I consider this utterance could be replaced in Spanish language by words like “admirador” or “seguidor”. Thus, the word “fan” is an unnecessary Anglicism.

### Software

This word comes from English language in 1958 and the Real Academia de la Lengua Española has accepted the word “software” as part of Spanish vocabulary. Besides, the word “software” has not experienced any morphological change.

Example: “Instalamos programas de juego, cable y software”

As it can be observed above, the word “software” refers to the entire set of programs, procedures, and related documentation associated with a computer system. In addition, the word “software” works as a noun in Spanish as well as in English language.

As we can see in the example displayed above, the word “software” has the same equivalence in both languages. What is more, this word

does not have any term in Spanish to be replaced. Thus, I consider this utterance enhances our vocabulary because I agree with Görlach (1994) who states that it is inevitability to incorporate new words, as consequence of fulfill the expressive needs of the speakers, and due to the technological advance.

### Show

This word is accepted by the Real Academia de la Lengua Española and comes from Middle English “schewen” in the thirteenth century. Semantically, the word “show” refers to something exhibited specially for wonder. Besides, this word has not suffered any morphological change.

Ex: “show mágico, hora loca, bailarinas, payasos”.

In agreement with the example, the word “show” functions as a noun. In English language, this word functions as a transitive verb, an intransitive verb, and also as a noun.

The word “show” cannot be considered as a new incorporation for two reasons: first, this word has been already accepted by the RAE, and second this word can be replaced in Spanish language by the term “espectáculo”, “exhibición” or “función”. However, this utterance in my personal opinion enriches Spanish vocabulary, not only because the American culture influences over Spanish speaking countries but also,

this term gives the opportunity to Spanish speakers to use it in the same context we use in English. What is more, the use of this Anglicism does not deteriorate our lexicon.

## Full

This word has not been accepted by the Real Academia de la Lengua Española, and comes from Middle English, old English, akin to old German “fol” before the twelfth century. Morphologically, this word has not suffered any change.

Ex: “BMW full equipo en perfecto estado”

In relation to the example, the word “full” refers to a car provided with a great deal of supplies. Moreover, in this case the word “full” functions as an adjective while, in English this word functions in the following way: adjective, noun, transitive verb, intransitive verb, and adverb. Thus, the word “full” has sameness in both languages, only if we use this word as an adjective.

I consider this word as a new incorporation to Spanish language, due to the great influence that English language mainly has in technology. Even though, the word full can be translated by words like “lleno”, or “completo”, its translation could produce meaningless in the Spanish language. Consequently, I think that the word “full” enriches our Spanish vocabulary.

## Bar



This word comes from Middle English “barre” in the twelfth century and it has been accepted by the Real Academia de la Lengua Española. Semantically, the word “bar” refers to a counter at which alcoholic drinks and sometimes food are served. Moreover, the word “bar” has not undergone any morphological change.

Example: “Bar, discoteca sector la mariscal con prestigio”

In agreement to the example, the word “bar” functions as a noun, in English this term has three functions: noun, transitive verb and preposition. Therefore, I can say that there is sameness in both languages only if the mentioned word is used as a noun. On the other hand, I cannot consider this word as a new incorporation to the Spanish language as a result of being accepted by the RAE.

It is important to consider that this term could be replaced by the Spanish words “cantina” or “taberna”. However, the use of the Anglicism “bar” has been adopted by the Spanish speaking countries and has become as part of our lexicon. Consequently, the word “bar” is a loan term frequently used in Spanish Language that enhances our vocabulary.

Stock

This word comes from Middle English “stocke” and from old English “stoc”. Moreover, according to the Real Academia de la Lengua Española, the word “stock” has been accepted in Spanish dictionaries and has not experienced any morphological change.

Example: “Hasta el 19 de diciembre si no se agotan los stocks”

In the example above, the word “stock” refers to the inventory of goods of a merchant or manufacturer that will be available until a specific time. In addition, this utterance functions as a noun. In English, this word has four different functions: noun, transitive verb, intransitive verb, and adjective. As we can see in the example, the word “stock” has equivalence in both languages only if this term is used as a noun.

This word could be replaced in Spanish by the term “existencias”. However, people are using this English terminology, because in concordance with Alfaro (1950) who said in his investigation that the world’s business language is English. Thus, this term enhances our lexicon because people use this Anglicism as a result of the influence that American economy exerts over Spanish speaking communities.

### Sexy

This word comes from English language in 1925. According to the Real Academia de la Lengua Española the word “sexy” has been accepted in Spanish dictionaries. In addition, morphologically this word has not experienced any change.

Example: “Un cabello sexy y sencillo es parte del Nuevo look”

In relation to the example, the word “sexy” semantically refers to a gorgeous style hair that reflects a physical attractiveness. In the

example, the word “sexy” functions as an adjective. In English language, this word is used also in the same way.

Being accepted by the RAE, the word sexy is not a new incorporation into the Spanish vocabulary. Thus, the use of this term in my personal opinion enriches our vocabulary because the Spanish words related to this Anglicism like “seductor”, “atractivo” or “sensual” are terms that collectively could represent the meaning of the word “sexy”. In addition, the frequent use of this term has produced a complete incorporation to our language and does not represent any deformation to our lexicon.

### Match

According to the Real Academia de la Lengua Española, the word “match” has not been accepted in Spanish dictionaries. This word comes from Middle English “macche” and from old English “maecca” before the twelfth century.

Example: “Entre esos un durísimo match de semifinal”

The word “match” in the example above refers to a contest between two-tennis players in a semifinal game. In relation to the same example, the word “match” functions as a noun. In English, this word functions as a noun, a transitive verb, and an intransitive verb. Besides, this word has not suffered any morphological change.

We can notice in the example above this utterance has sameness in both languages. Moreover, in the process of this research was evident

the great deal of Anglicisms in sports sub variable. So, it is not a big surprise to find this kind of Anglicism which reveals in this specific case that the word “match” is a clear example of the frequent use of barbarisms by sports commentators. Thus, this utterance in my opinion is an unnecessary Anglicism because we have some terms in Spanish like “partido o juego” which could easily be used by Spanish speakers.

### Comparative analysis

The following analysis shows a comparison between the proposed variables (national, local, tabloid) and the sub variables (news, ads, social pages, sports and reports), which is necessary in order to identify the highest or lowest number of Anglicisms, as well as the most frequent Anglicism and also the possible causes of these results.

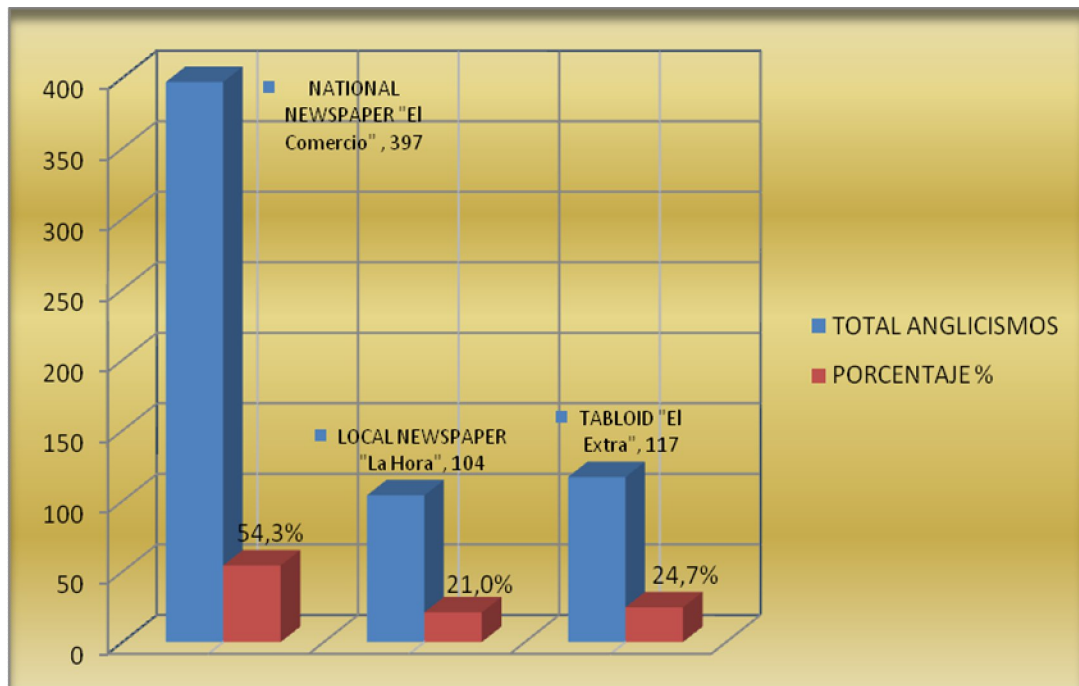
Before starting to make the analysis of every aspect related with the variables and the sub variables, it is very important to display general chart in an organized way.

GENERAL CHART				
SUB VARIABLES	VARIABLES			TOTAL
	NATIONAL NEWSPAPER "El Comercio"	LOCAL NEWSPAPER "La Hora"	TABLOID "El Extra"	
NEWS	82	25	7	114

ADS	207	13	61	281
SOCIAL PAGES	26	23	10	59
REPORTS	24	14	10	48
SPORTS	58	29	29	116
SUMMARY	397	104	117	618

The next graphic represents the total number of Anglicism and its percentages in concordance with the three investigated variables:

TOTAL OF ANGLICISMS ON  
VARIABLES



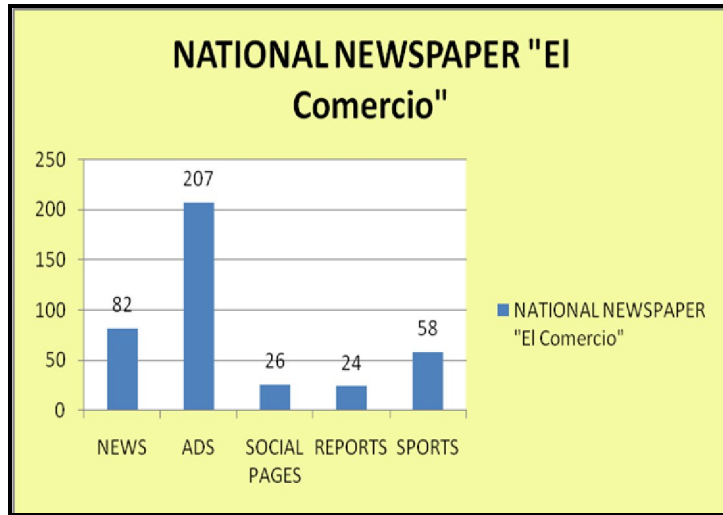
In relation with the chart presented before the national newspaper "El Comercio" has the highest number of Anglicisms 397 that means

54.3%. In my opinion, the variable “El Comercio” has more quantity of Anglicisms because this newspaper has additional information in its pages than the other ones.

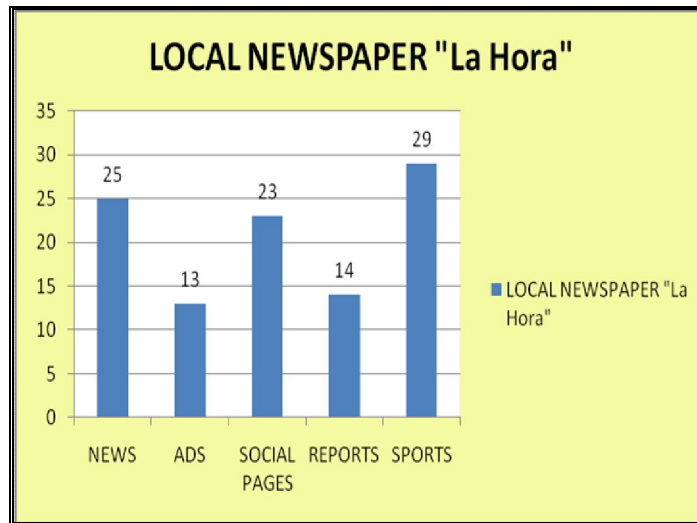
On the other hand, the variable “El Extra” has the second highest number of Anglicisms 117 that denotes 24.7%. Reviewing my personal dictionary, it could be important to remember what Webster’s New World dictionary says about tabloids “Tabloids is a small-format popular newspaper with a simple style, many photographs, and sometimes an emphasis on sensational stories”. Thus, the quantity of the found Anglicisms in this variable has relation with the specific jargon that journalists use in order to capture the readers’ attention.

The last analyzed variable “La Hora” has the third quantity of found Anglicisms with 104 that means 21% of the total Anglicisms. This is because as it is showed before the quantity of information in its pages has a direct relation with the quantity of Anglicisms. Moreover, the local newspaper “La Hora” in Advertisement section reveals the lowest quantity of Anglicisms in relation with the other variables what demonstrates that this variable does not concern much about this section because this variable instead to pay attention to advertisements, it has preferred to have a direct relation with most of the banks in Ecuador making advertisements about lost checking counts or legal processes.

To continue with the comparative analysis, the following charts show the quantity of found Anglicisms in each sub variables.

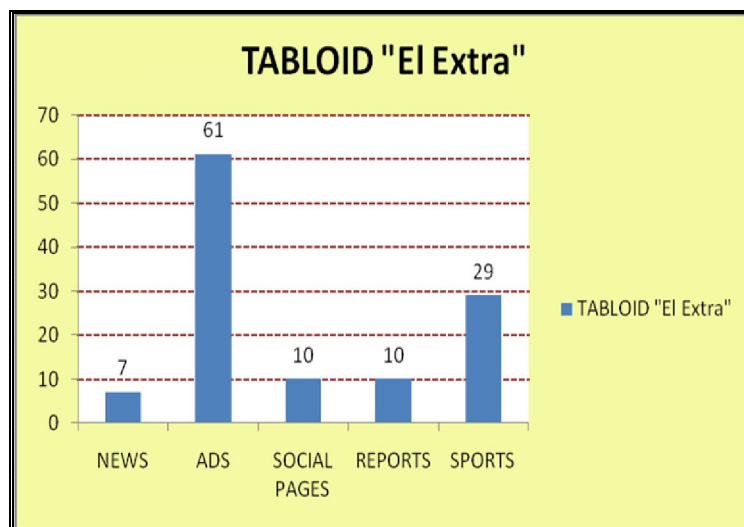


According to the first variable "El Comercio", the highest number of Anglicisms was found in Ads with 207. This sub variable also reveals "Full" as the most frequent Anglicism. In second place the sub variable News with 82 found Anglicisms and "USD" as the most frequent in this section. The next sub variable is Sports with 58 Anglicisms, and the most frequent Anglicism in this case is "club". Finally, Social Pages and Reports show 26 and 24 found Anglicisms respectively. The most frequent Anglicism for both cases is "USD".



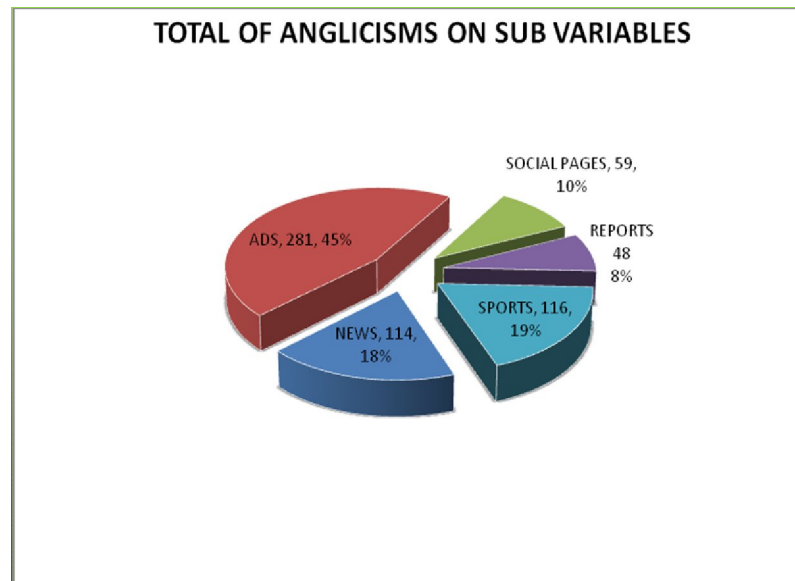
The next analyzed variable is the local newspaper “La Hora”. As it shows up in the chart; Sports is the sub variable where was found the highest number of Anglicisms with 29, and the word “club” as the most frequent Anglicism. In second place is News section with 25 and the word “Internet” as the most frequent Anglicism. The subsequently sub variable is Social Pages with 23 and the word “look” which is the most frequent Anglicism in this section. At last, they are Reports and Ads with 14 and 13 Anglicisms respectively. “Video” and “first class” are the most frequent Anglicisms in these sub variables.





The last variable analyzed is the tabloid “El Extra”. It is in the sub variable Ads where was found the highest number of Anglicisms with 61 and the most frequent Anglicism is the word “full”. In second place 29 Anglicisms were found in Sports section and the word “club” as the most frequent Anglicism. The next sections are Social Pages and Reports with 10 Anglicisms for each sub variable. The most frequent Anglicisms in those sections are “look” and “fan”. To conclude with this explanation 7 Anglicisms were found in the sub variable News and the word “homosexual” like the most frequent Anglicism.

It is very important to show the sum of all sub variables considering the three investigated variables in order to determine which of them has the highest number of Anglicisms, as well as their percentages and also their possible causes.



In relation to the chart displayed above, the sub variable Ads reveals the highest number of Anglicisms because this sub variable contains English terms related with electronic devices, vehicles, and computers. In the theoretical background, some investigators agreed that Spanish language receives a big influence on the same goods expressed before. Therefore, people have become familiar with the use of those kinds of Anglicisms.

The second highest numbers of Anglicisms were found in Sports with 116 Anglicisms illustrated by 18.8% of the entire investigation. As it is stated in the previous studies, sports are also one of the most influenced fields by the use of Anglicisms. Consequently, as demonstrates this investigation the use of Anglicisms in this sub variable is fairly high. In addition, the quantity of Anglicisms could have been higher by the fact this investigation started on the last month of

the year and as it is known most of the sports activities around the world end by this time.

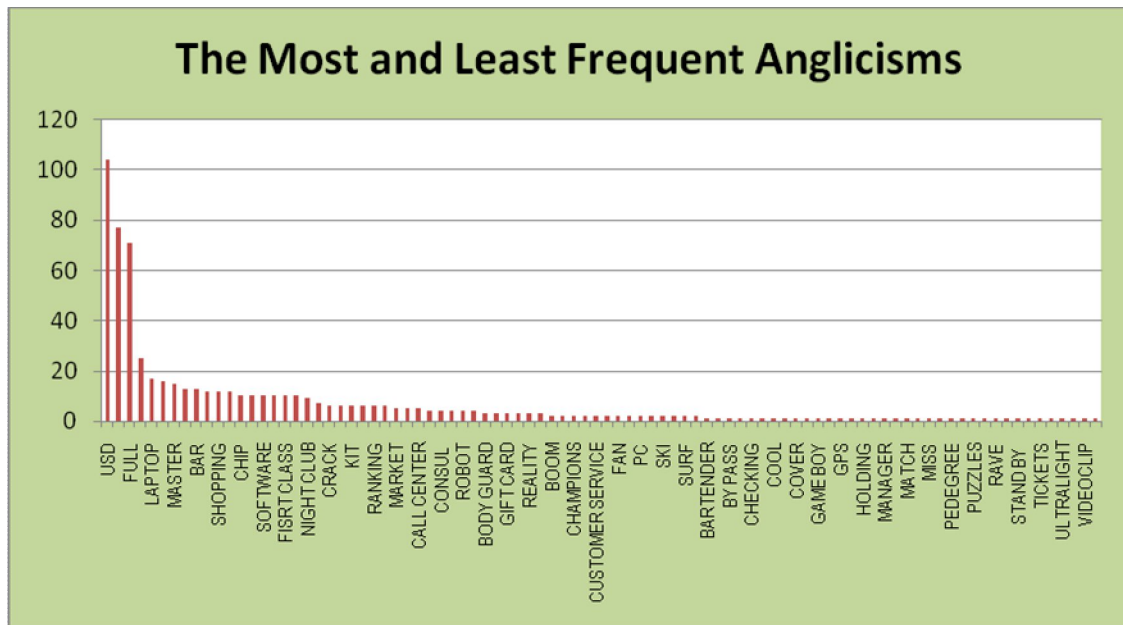
The next sub variable is News with 114; this corresponds to 18.4% of the total found Anglicisms. This percentage is also quite relevant in relation with the opinion expressed by Alfaro and Novotna about the big influence that American nation exerts in economy, political, and technology over Spanish speaking countries. Therefore, the use of Anglicisms like USD, marketing, holding, and others are very common in Ecuadorian newspapers.

The subsequent sub variable is Social Pages with 59 found Anglicisms evidencing 9.5% of the total. At this point, it is noticeable the low number of pages regarding to this section because the newspapers investigated do not concern much about this sub variable. Thus, the found Anglicisms in this section do not have the same proportion of information as the rest of the sub variables presented before.

Finally, the sub variable Reports has the least quantity of Anglicisms with 48, exemplified by 7.8%. As it is known reports deal with the process of reporting new information about a specific event. Moreover, Ecuadorian newspapers use this sub variable for interviews about political issues, environment, and health among others. In this case, even though, the quantity of pages concerning to this sub variable is really high; the number of found Anglicisms is pretty low because it is

evident that the people who prepare those interviews avoid the use of Anglicisms.

In the last part of this analysis, it is showed the most and least frequent Anglicisms in this research, and, what could be the possible causes of these results.



The chart displayed above reveals that the most frequent Anglicism is USD because, this term has an absolute relation with the influence of American economy over Spanish countries, especially with Ecuador which decided to adopt the same currency since January, 2000. Nowadays, nearly all of the Ecuadorians has accepted this acronym as a representation not only of American currency, but also of Ecuadorian currency.

In addition, we have other Anglicisms like full, hatchback, laptop, Internet, chip, shopping among others which are on the top of this research and were found mostly in Ads sub variable, not only because those words have relation with the technological advance, but also most of those Anglicisms do not have a real translation in Spanish language.

On the other hand, the same chart reveals the least frequent Anglicisms. In this part words like calling price, stand by, young riders, among others have a low use in Ecuadorian newspapers. This might be because the Real Academia de la Lengua Española has not accepted those words yet. Therefore, people do not know how to use them. What is more, there are some Anglicisms that have translation in the Spanish Language which means that some Anglicisms are definitely unnecessary loan terms.

### Sociological Analysis

In the process of this study three subjects were interviewed, one is a Spanish teacher in Literature who is named as subject A, the second one is a journalist who is called as B, and the last ones were two people who almost always read newspapers who are named as C and D.

According to subject A, it is much more acceptable the use of Anglicisms than the rejection of it. He considers that the use of Anglicisms is consistent with people's needs. He says that we live in a globalized world which is marked specially by people who love to consume products. In my personal opinion and based on preliminary

analysis, I agree with subject A, concerning that we clearly have seen how most of Spanish countries have received a great influence specifically from United States. In addition, according to Wikipedia (2009), there are some English terms which are more suitable to use in the same mother tongue.

The same person strongly believes that Anglicisms have caused a great impact over Ecuadorian culture because we receive a lot of information that comes from not only newspapers, but also from other mass media. Unfortunately, he says these media have created an effect that has propagated to the entire society, and as a result of this; Ecuadorian culture and language have been contaminated by English loans. I agree with his first point of view because news agencies and newspapers have been considered as ways of penetration into Spanish speaking countries. On the contrary, I think that the use of Anglicisms enrich our vocabulary because most of those terms do not have translation in Spanish. In addition, nearly all of Anglicisms found in this research have a direct relation with technology, economy, science, and sports. Therefore, the uses of some Anglicisms are unavoidable.

The next subject is B, who agrees with the first subject in the fact that the use of Anglicisms is wide accepted by people. Moreover, he affirms that the use of some Anglicisms help us to communicate in a proper way. In this case, I feel we are in the same line of thought. This research reveals that some Anglicisms are very difficult to translate into

Spanish language. For instance, the Real Academia de la Lengua Española has accepted the word “Internet” without any translation and any morphological change. Additionally, subject B thinks that the use of Anglicisms do not affect our cultural identity because of globalization. I assume his opinion quite good, because not only Anglicisms are related with technology, science and others, but also Anglicisms could be an excellent tool of communication in any society.

To complete this analysis were interviewed subjects C and D. Those subjects keep almost the same point of view about the use of Anglicisms with the other interviewees’ subjects. Both of them think we have a frequent use of Anglicisms because some electronic devices like DVD, CD, LCD, are products that come with a proper name in its mother tongue and people get used to name those terms in the same way. Subject C also says, that people in Ecuador sometimes exaggerate with the use of some Anglicisms, so we could lose our own identity. On the contrary, subject D thinks that in many cases the use of Anglicisms enhances our vocabulary, what is more some Anglicisms contributes to have an appropriate communication with the rest of people.

## CONCLUSIONS

- ❖ There is influence of English Language on the linguistic expressions used in Ecuadorian newspapers because we live in a globalized world, in which English is the world's most widely studied foreign language.
- ❖ The highest number of Anglicisms was found in National Newspaper "El Comercio" which represents 54.3% of all Anglicisms. This



happens because “El Comercio” has more information than the other investigated variables.

- ❖ The sub variable Ads of the three variables investigated contains the highest number of Anglicisms illustrated by 45.5 %. This occurs because a great number of Anglicisms in this section have to deal with computer jargon, electronic devices and vehicles. Furthermore, these goods come mostly from United States evidencing the influence of this country over Spanish countries.
- ❖ The lowest numbers of Anglicisms are in Reports represented by 7.8%. My research demonstrates that this sub variable has a little use of Anglicisms because this section of newspaper does not have the same quantity of information as the other sub variables.
- ❖ This research demonstrates that the most frequent Anglicism is USD, which is mostly found in news section because it is an acronym employed to refer the American currency. Since, Ecuador has adopted the American Dollar as national currency it is not a surprise to find this acronym in any variable investigated.
- ❖ This study reveals that the least frequent Anglicisms are ultralight, young riders, videoclip, and calling price. This happens because those Anglicisms have their own translation in the Spanish language. Additionally, they have not been accepted yet by The Real Academia de la Lengua Española.

- ❖ The second frequent indicator is in Sports, which represents 18.8% of all Anglicisms. This happens because many Anglicisms have been adopted by the influence of English language in sport activities. In addition, this research reveals that there are some English loans that have been adopted and never have been translated to the Spanish Language.
- ❖ This research reveals that the use of Anglicisms is more accepted than rejected, because most of the people interviewed in this investigation agreed that there are some Anglicisms which are very difficult to translate into Spanish language and what is more, the use of them helps us to communicate in a proper way.
- ❖ Finally, this study shows that 5 from 30 analyzed Anglicisms have undergone morphological changes, while the 25 remaining have not experienced any change. The reason is because there is a great number of Anglicisms accepted by the Real Academia de la Lengua Española which accepts some English loans without any change.

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## ANNEX 1

Chart One  
Variable: National Newspaper  
Sub variable: News

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Two  
Variable: National Newspaper  
Sub variable: Ads

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Three  
Variable: National Newspaper  
Sub variable: Social Pages

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Four  
Variable: National Newspaper  
Sub variable: Reports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Five  
 Variable: National Newspaper  
 Sub variable: Sports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Six  
 Variable: Local Newspaper  
 Sub variable: News

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Seven  
 Variable: Local Newspaper  
 Sub variable: Ads

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Eight  
 Variable: Local Newspaper  
 Sub variable: Social Pages

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Nine  
 Variable: National Newspaper  
 Sub variable: Reports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author:.....

Chart Ten  
 Variable: Local Newspaper  
 Sub variable: Sports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Eleven  
 Variable: Tabloid  
 Sub variable: News

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Twelve  
 Variable: Tabloid  
 Sub variable: Ads

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author :.....

Chart Thirteen  
 Variable: Tabloid  
 Sub variable: Social Pages

Anglicisms	Examples	Word repletion number	Title of the article	Date



Author :.....

Chart Fourteen  
Variable: Tabloid  
Sub variable: Reports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author: :.....

Chart Fifteen  
Variable: Tabloid  
Sub variable: Sports

Anglicisms	Examples	Word repletion number	Title of the article	Date

Author:.....

Chart Seventeen  
Variable: Local Newspaper

Anglicisms	Section	F	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author:.....

Chart Eighteen  
Variable: Tabloid

Anglicisms	Section	F	%
	News		
	Ads		
	Social Pages		
	Sports		
	Reports		
	Total		

Author: .....

Chart Nineteen

Anglicisms	Word Repetition Number

Author:.....

## ANNEX 2

### INTERVIEW QUESTIONNAIRE

1. Cree usted que el uso de Anglicismos es significativo en la lengua española.

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2. ¿Qué impacto ha producido en el Lenguaje Español el uso de anglicismos?

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3. Según su criterio el uso de anglicismos influye o no en la comprensión del texto.

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4. Cree usted que debería haber aceptación o rechazo en referencia al uso de anglicismos.

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5. El uso de anglicismos que impacto ha tenido en la sociedad con relación a nuestra identidad Cultural.

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6. Cree usted que el uso de términos o frases sin traducción obedece a la necesidad de identificar nuevos objetos o conceptos.

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7. Por qué cree que ha aumentado el uso de los anglicismos en las últimas décadas?

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8. ¿Qué personas utilizan en su lenguaje más cantidad de anglicismos?

### ANNEX 3

#### INTERVIEW SUBJECT A

Oscar: Cree usted que el uso de Anglicismos es significativo en la lengua española.

La lengua inglesa es un idioma internacional y dominante, tomemos en cuenta que una gran cantidad de personas alrededor del mundo hablan el idioma inglés, por este motivo su influencia en toda América Latina. Es una realidad el hecho de que cada lengua evoluciona, ya que esta en contacto.....con otras lenguas y tiene que

adaptarse. También, Existen otros idiomas a parte del inglés que han influido en el español durante toda su historia como por ejemplo el árabe, el latín, el portugués o el francés, sin embargo actualmente el inglés ocupa un lugar significativo en nuestro medio por lo que creo que el uso de los anglicismos también.

Oscar: ¿Qué impacto ha producido en el Lenguaje Español el uso de anglicismos?

A: Es importante tomar en cuenta que con el uso de anglicismos en el lenguaje español han surgido más palabras nuevas y esto se debe a la terminología de nuevas ramas técnicas como la informática, telecomunicaciones, etc. que se desarrollan muy rápidamente, por esto es mucho más sencillo adoptar el nombre extranjero que formar nuevas palabras autóctonas..... por este motivo el extranjerismo más utilizado es el anglicismo.

Oscar: Según su criterio el uso de anglicismos influye o no en la comprensión del texto.

A: Realmente si influye ya que cuando necesitamos utilizar términos científicos es muy complicado encontrar una palabra que contenga el significado específico para entender con exactitud el contexto.

Oscar: Cree usted que debería haber aceptación o rechazo en referencia al uso de anglicismos.

A: Muchos lingüistas rechazan el anglicismo porque creen que tiene influencia deformante por esto han llegado a dividirlos en necesarios e innecesarios, sin embargo creo que los anglicismos no intervienen negativamente en el idioma español, y no lo deforman sino que lo hacen más rico y amplifican su léxico aunque es importante tratar de cuidar la lengua española. El desarrollo y el progreso en el campo científico, técnico, etc. es muy rápido y cada lengua tiene que aceptar muchas aportaciones extranjeras. Es necesario crear su propia terminología o aceptar una voz ajena que surge como una nueva realidad.

Oscar: El uso de anglicismos que impacto ha tenido en la sociedad con relación a nuestra identidad Cultural.

A: A mi criterio personal nuestra identidad cultural si ha sufrido un desbalance ya que nuestro vocabulario ha cambiado y esto lo podemos observar en los programas de televisión, la gran mayoría provienen de Estados Unidos y junto con estos nuevos vocablos que se introducen en nuestro léxico..... esto muchas veces provoca cambios de la manera en la cual nos expresamos e inclusive provoca que no respetemos nuestras raíces culturales.

Oscar: Cree usted que el uso de términos o frases sin traducción obedece a la necesidad de identificar nuevos objetos o conceptos.

A: Creo que sí, el hecho de adoptar un extranjerismo nuevo es más fácil que crear el equivalente español, aun cuando este se inventa en la mayoría de los casos un poco más tarde aunque a medida que transcurre el tiempo podremos precisar si la palabra incorporada fue aceptada con éxito o no.

Oscar: Por qué cree que ha aumentado el uso de los anglicismos en las últimas décadas?

A: A lo largo de la historia nos hemos dado cuenta de la influencia que ha ejercido Estados Unidos hacia gran parte del mundo, esto ha producido una marcada americanización de la sociedad a través del desarrollo en los campos científicos, técnicos, medios de comunicación, comercio, películas, etc., por esto nos hemos visto obligados a utilizar términos ingleses en nuestro vocabulario.

Oscar: ¿Qué personas utilizan en su lenguaje más cantidad de anglicismos?

A: Creo que las personas que se relacionan con términos tecnológicos en especializaciones nuevas que están a la vanguardia de los nuevos descubrimientos.

ANNEX 4  
INTERVIEW SUBJECT B

Oscar: Cree usted que el uso de Anglicismos es significativo en la lengua española?

B: Existen muchos términos o frases que no poseen traducción y son utilizados como nombres propios, franquicias o marcas. Existen otros que muchas veces se los puede traducir pero simplemente se los utiliza en Ingles, quizá para darle un toque diferente al estilo de hablar o escribir aunque no sea el correcto..... y por último, los términos que solo pueden ser utilizados en el idioma Ingles. El uso de palabras americanas en la lengua española puede llegar a ser significativo

dependiendo el campo en el cual se esté utilizando, por ejemplo en contextos relacionados con las computadoras es muy probable que encontremos más anglicismos que en contextos relacionados con otro tipo de tema.

Oscar: ¿Qué impacto ha producido en el Lenguaje Español el uso de anglicismos?

B: Creo que el uso de anglicismos sin lugar a duda ha producido un deterioro en el Lenguaje Español y de cierto modo el uso del Spanglish en nuestra manera de hablar, por este motivo es muy importante que sobre todo los medios de comunicación que están en constante interrelación con las personas traten de utilizar de manera adecuada el lenguaje español ya que sirven como modelos del público en general.

Oscar: Según su criterio el uso de anglicismos influye o no en la comprensión del texto.

B: Muchas veces las personas al leer un texto lo pueden comprender aunque esto no quiera decir que este correctamente escrito. Es importante recalcar que los anglicismos son necesarios para dar entendimiento a ciertos contextos que por no haber su interpretación en español necesitan ser tomados del idioma Inglés.

Oscar: Cree usted que debería haber aceptación o rechazo en referencia al uso de anglicismos.

B: El idioma Inglés se ha convertido en lengua internacional por relacionarse con el avance de nuevas tecnologías..... esto ha dado la importación de nuevas palabras de este idioma. Existen palabras en Inglés que no tienen equivalente en español, son adquisiciones bienvenidas y necesarias para la evolución del idioma, pero lo rechazable es la importación de vocablos que sustituyen palabras ya existentes y muchas de estas de uso común en nuestro idioma.

Oscar: El uso de anglicismos que impacto ha tenido en la sociedad con relación a nuestra identidad Cultural.

B: Los países que hemos sido influenciados fuertemente por la cultura norteamericana nos hemos visto de alguna manera afectados en nuestra cultura por lo que hemos tenido que esforzarnos para entender las nuevas adaptaciones que ha sufrido nuestra lengua.... especialmente en



lo que ha tecnología se refiere. Imagínese a una persona que necesita comprar un televisor nuevo, se acerca al almacén, en donde el vendedor con muy buena predisposición le ofrece un Plasma con Chip incorporado, y por la compra del mismo le regala un DVD con puerto USB. Con este ejemplo puedo recalcar la necesidad de esta persona no solo por estar al tanto de la tecnología sino por incrementar su vocabulario. De igual manera mediante el uso de la mercadotecnia se han incorporado fiestas como: El Baby Shower, Halloween, Sweet Sixteen, etc. Esto nos permite darnos cuenta el impacto que ha tenido en nuestra sociedad el uso de anglicismos.

Oscar: Cree usted que el uso de términos o frases sin traducción obedece a la necesidad de identificar nuevos objetos o conceptos.

B: Creo que sí, ya que estos términos aunque son correctos no tienen un nombre específico en el español y si posiblemente lo pusieran tal vez resultarían muy largos y no tan precisos para su uso en la lengua española.

Oscar: ¿Por qué cree que ha aumentado el uso de los anglicismos en las últimas décadas?

B: Muy a menudo los medios utilizan los anglicismos como una simple moda o también para seguir los principios de la globalización, aun cuando exista el término en español. Es inevitable suponer que con la rapidez que la tecnología avanza.. los términos nuevos también toman su espacio en nuestra lengua.

Oscar: ¿Qué personas utilizan en su lenguaje más cantidad de anglicismos?

B: Creo que las personas de extracto social más bajo utilizan mayor cantidad de anglicismos y esto podría deberse a que poseen pocas herramientas lingüísticas llegando al empobrecimiento del español.

Oscar: Le agradezco su gentil ayuda.

B: No hay problema Oscar.

## ANNEX 5

### INTERVIEW SUBJECT C

Oscar: Cree usted que el uso de Anglicismos es significativo en la lengua española.

Oscar: antes de nada déjame decirte que los anglicismos son palabras de origen ingles que las utilizamos en nuestro idioma como por ejemplo lunch o la champion league.

C: Yo diría que si es significativo ya que actualmente la influencia de la cultura americana ha permitido que en nuestro vocabulario existan muchas palabras de origen ingles, por ejemplo si usted mira

la publicidad ya sea en el medio escrito, por la televisión o en vallas publicitarias es muy común encontrar palabras que viene del ingles

Oscar: ¿Qué impacto ha producido en el Lenguaje Español el uso de anglicismos?

C: El uso de anglicismos ha provocado que nuestro lenguaje pierda gran parte de sus vocablos propios de la lengua española, el uso de anglicismos ha provocado que en nuestra diaria comunicación cada día se incremente mas palabras extranjeras por ejemplo si usted va en algún almacén lo más seguro es que encuentre el letrero de EXIT.

Oscar: Según su criterio el uso de anglicismos influye o no en la comprensión del texto.

C: Si influye porque muchas veces es imposible comprender la idea general si no tienes la menor idea de lo que significa la palabra americana.... Cuando compras un carro por ejemplo y te dicen que tiene sunroof, si no sabes que significa jamás entenderás que te están vendiendo.

Oscar: Cree usted que debería haber aceptación o rechazo en referencia al uso de anglicismos.

C: Yo creo que debería haber aceptación ya que es importante ampliar nuestro vocabulario en el sentido de utilizar palabras nuevas pero que no existan en diccionario del lenguaje español.

Oscar: El uso de anglicismos que impacto ha tenido en la sociedad con relación a nuestra identidad Cultural.

C: El impacto más perjudicial ha sido hacia los jóvenes ya que por estar al tanto de la última moda sobre todo en cuestión de cine y música son ellos quienes utilizan muchos términos que en ocasiones no tienen coherencia con lo que están hablando, provocando de esta manera perdida de nuestra identidad cultural con respecto a nuestra lengua.

Oscar: Cree usted que el uso de términos o frases sin traducción obedece a la necesidad de identificar nuevos objetos o conceptos.

C: sin duda... porque has ciertas palabras que se usan en el español tal y como vienen del extranjero.

Oscar: Por qué cree que ha aumentado el uso de los anglicismos en las últimas décadas?

C: porque todas los artefactos, e innovaciones vienen esencialmente de Estados Unidos... Mira por ponerte un ejemplo muy actual el IPOD .. yo no sé ni que será, pero ya todos lo nombran así y entienden que es un artículo electrónico.

Oscar: ¿Qué personas utilizan en su lenguaje más cantidad de anglicismos?

C: En mi concepto los jóvenes, porque son ellos los más relacionados con tecnología y la moda y porque simplemente creen que si hablan usando palabras americanas se les escucha mas a la moda.

Oscar: Te agradezco por tu tiempo.

C: Cuando se puede...encantado.

## ANNEX 6

### INTERVIEW SUBJECT D

Oscar: Cree usted que el uso de Anglicismos es significativo en la lengua española.

D: primeramente que son anglicismos?

Oscar: bueno son palabras del idioma ingles que utilizamos en el español.

D: como Bye o como Ok?

Oscar: si se podría decir que si.... así como también lunch, look entre otros.

D: Entonces creo que si... pues yo creo que puede enriquecer a la lengua, abre campo a una nueva cultura y te permite estar al día con lo que pasa en el mundo.

Oscar: ¿Qué impacto ha producido en el Lenguaje Español el uso de anglicismos?

D: Para mi existe una falta total de identidad, no solo de adultos sino de jóvenes quienes viven y crecen día a día con los americanismos.

Oscar: Según su criterio el uso de anglicismos influye o no en la comprensión del texto.

D: si influye porque como tu decías si en el periódico ves que Antonio Valencia va a jugar la tercera fecha de la champion league, sino comprendes que es esta palabra...entonces tampoco entiendes el resto.

Oscar: Cree usted que debería haber aceptación o rechazo en referencia al uso de anglicismos.

D: Debería haber aceptación, pero hasta cierto limite el uso de palabras que no necesitas es bastante común entre los jóvenes. Por ejemplo la amiga de mi hija decía un día que en la Foch hubo full gente. No entiendo porque esta niña dice de esa forma pudiendo haber dicho que había mucha gente en tal o cual sitio.

Oscar: El uso de anglicismos que impacto ha tenido en la sociedad con relación a nuestra identidad Cultural.

D: si seguimos así y si nuestros jóvenes no hacen consciencia del buen uso de nuestro idioma, creo que poco a poco iremos deteriorando nuestro idioma y nuestra cultura.

Oscar: Cree usted que el uso de términos o frases sin traducción obedece a la necesidad de identificar nuevos objetos o conceptos.

D: Si en muchas ocasiones hay cosas que hay que llamarlas por el nombre puesto o el de origen. Por ejemplo yo no sabría como llamarla a mi laptop en español, entonces nos toca llamarlo como es.

Oscar: Por qué cree que ha aumentado el uso de los anglicismos en las últimas décadas?

D: Porque mientras sigamos siendo un país tercermundista que no produce nada.... ni inventa nada ..seguiremos aceptando lo que otros países producen o crean y seguirán bautizando a sus invenciones con las palabras de su lenguaje.

Oscar: ¿Qué personas utilizan en su lenguaje más cantidad de anglicismos?

D: Los jóvenes son los que aplican este tipo de términos todos los días sin darse cuenta si esta bien o mal.

Oscar: Muchas gracias por haberme ayudado con esto.

D: De nada.... Oscar.

ANNEX 7

PERIODICOS DEL ECUADOR

QUITO (Pichincha)

LA HORA Quito

EL COMERCIO Quito

HOY Quito

ULTIMAS NOTICIAS Quito

METRO HOY Quito

SUPER Quito

EL POPULAR Quito

Azuay

EL MERCURIO Cuenca

EL TIEMPO Cuenca

A TARDE Cuenca

Cañar

PORTADA Azogues

Carchi

LA NACION Tulcán

Chimborazo

LA PRENSA Riobamba

LOS ANDES Riobamba

EL ESPECTADOR Riobamba

.LA GACETA Latacunga

El Oro

CORREO Machala

LA OPINION Machala

EL PAÍS Machala

EL NACIONAL Machala.

Esmeraldas

LA VERDAD Esmeraldas

Galápagos

EL COLONO Puerto Ayora

Guayas

EL UNIVERSO Guayaquil

EXPRESO Guayaquil

EXTRA Guayaquil

EL TELEGRAFO Guayaquil

MERIDIANO Guayaquil

LA CALLE Guayaquil

METROQUIL Guayaquil

LA SEGUNDA DEL MERIDIANO Guayaquil

PRENSA LA VERDAD Milagro

Imbabura

DIARIO DEL NORTE Ibarra

LA VERDAD Ibarra

Loja

EL SIGLO Loja

CRONICA DE LA TARDE Loja

Los Ríos

EL CLARIN Babahoyo

EL PLANETA Quevedo

ECOS Quevedo

Manabí

EL DIARIO Portoviejo

EL MERCURIO Manta



LA MAREA Manta

Pastaza

LA PRENSA DE PASTAZA Puyo

Santo Domingo de Tsáchilas

EL PERIODICO COLORADO Santo Domingo

Tungurahua

EL HERALDO Ambato

ANNEX 8