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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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CERTIFICATION

Mg. Rosario Maria Burneo, Thesis Advisor.

CERTIFIES THAT:

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

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DEDICATION

I owe the accomplishment of this work to the enormous help of many people that got involved in it, for which I would like to dedicate this thesis to my two little treasures, Diego and Samy, who have been the light to walk this path. I would also like to dedicate it to my mom Rocío, and to my mother-in-law, ma Yoly; for being the best moms ever!

Finally, I would like to express my immense gratitude to the best person in the whole wide world, my beloved husband and friend Diego, who has stayed by my side every step of this journey.

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Sincerely:

Mónica Alexandra Pinos Ortiz

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ABSTRACT

This thesis examines anglicisms used in Ecuadorian newspapers. How English is influencing the written Spanish in Ecuador, for which I have chosen the City of Cañar in the Province of Cañar to discuss the topic with a local linguist and four regular readers of the main newspapers printed throughout the country.

In addition, three newspaper editorials of diverse reading targets were chosen; “El Universo” daily, which is among the top three most read newspapers in the country; “El Heraldito” weekly, a local newspaper in Cañar; and “El Extra” daily, which is considered the most over-rated sensationalist newspaper in the country. Seven texts were gathered from each, “El Universo” and “El Extra” consecutively from January 21 to 27; and “El Heraldito” for seven consecutive Saturdays from January 30 to March 13 of 2010. The following sections were studied from each of the aforementioned samples: news, reports, ads, social pages and sports.

The frequent use of anglicisms in Ecuadorian newspapers is the result of English speaking countries, particularly the USA cultural influence not only in Ecuador, but Latin-America as well.

Ecuadorians pay such close attention to the USA, that they have largely been influenced by the North-American culture in almost every aspect of their daily living. Consequently, anglicisms have become part of their everyday language.

INTRODUCTION

The Spanish language throughout its history has been influenced by many languages such as, French, Arabic, Italian, Portuguese ..., and particularly English, which has become the most influential language throughout the world. Similarly, Ecuadorians have come to adopt certain English words and phrases, called anglicisms, for use in their common speech.

Anglicism is better referred to as: “a word borrowed from English into another language”; these words are frequently found in one of the most influential means of communication, our newspapers. As a result, my dissertation has been entitled,

“A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS”

The use of anglicisms in the Spanish written language in our country is a topic worth being investigated because it will provide us information about the way English is influencing our native language in terms of anglicisms.

The principal English contributions to Spanish have come from England in spheres such as sports, fashion, navigation and industry. The influence of this language has been especially noteworthy during the last two decades of the twentieth century through science, technology, cinema, cable television and music.

Due to its geographical location, Ecuador has been mainly influenced by the USA through political, economic, social, and cultural interactions. Every time, it is more common the use of words like: e-mail, web, cd player, shopping, reality, ..., as well as the expression “se elaboró un reporte” from the English word “report”, instead of “informe”, which is really the Spanish term for it, and as these ones, there are several more examples.

Persistently, Ecuadorian journalists also use English terminologies in their writings. Many times they do it without realizing that the same word or phrase can be written in Spanish. Therefore, they use these words as barbarisms, and because newspapers are read by millions of people, they also contribute to the spread of anglicisms in our country.

My motivation to research on the topic, in order to obtain a degree in English teaching, is the opportunity I will have to learn how English is influencing Spanish in Ecuador, with the intention of awake my current high school students about the sometimes unnecessary use of English words in our daily speech.

The objectives established for this investigation were as follows:

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

Regarding this goal, the high percentage of anglicisms used in our newspapers suggested that English is very influential, since

journalists in many opportunities could have used Spanish words in their writings but rather English ones were preferred.

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

About this aim, some of the most commonly used anglicisms found in the studied samples were: full, fútbol, club, internet, web, laptop, e-mail, rock, show...

- . To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic, semantic and morphological aspects.

With reference to this feature, the 30 most frequent anglicisms were analyzed regarding their aforementioned characteristics.

- . To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.

Concerning to this objective, anglicisms were mostly used in advertisement, report and sport sections.

- . To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.

In relation to this purpose, Ecuadorians do greatly accept anglicisms, since newspapers make use of the language that is used by the speakers of the community they belong to.

As with any type of research work, I had personally come across various inconveniences as I was completing my thesis; organizing and computing data, acquiring the proper bibliography and any related works or theses. However, I was fortunate enough to be guided under Magister Maria Rosario Burneo, my thesis director from the UTPPL without whom, I would not have been able to complete my research accordingly.

METHODOLOGY

This research work was completed in the city of Cañar. It began with the tutor's direction and orientation to work on the theoretical background, the scientific support for my thesis; which is a requirement to get started on the field research as an opening step towards the tabulation and presentation of results.

Subsequent to it, the following three newspapers were selected, "El Universo", which is one of the most prestigious national newspapers, "El Extra", which is considered the most over-rated sensationalist tabloid in the country, and "El Heraldo", a local newspaper, printed in Cañar, which mostly carries local and regional news. Each of the three provided me with a long list of anglicisms and an overall outlook on how they are repeatedly used.

Afterwards, I asked for the help of a linguist and four regular readers of the major newspapers printed around the country, all from the city of Cañar, with who I had interviewed through a structured dialogue that allowed me to understand the acceptance and influence of anglicisms. All interviews were recorded and their content was later transcribed on paper and further analyzed for consideration. All data was gathered and organized into tables.

I later on, organized the results in a series of charts consisting of the most frequently used anglicisms. I moved on to the description, analysis and interpretation of the results and then a short introduction of the three analyses: linguistic, comparative and

sociological was made. The linguistic analysis of the thirty most frequent anglicisms (ten selected from each newspaper) was examined from an etymologic, semantic, syntactic and morphological point of view. I have focused on answering why they are so frequently used, and a comparative analysis was made between the three newspapers chosen in order to determine which used the highest amount of anglicisms. Having applied a sociological analysis, I also established whether or not the use of such words and phrases are accepted in our society in accordance to our cultural identity. The analysis was based on several ideas that argue the possibility of the language in itself being enriched or severed. This investigation was further finalized with my main conclusions.

The methodology used was Descriptive-Analytic. In addition, Technical equipment was provided by the UTPL.

Finally, the bibliographic method for gathering the scientific material necessary for the theoretical frame was utilized; the Internet was used too, in order to gather bibliography and further use of anglicisms in countries such as Spain and Chile.

RESULTS

This field research was carried out in the city of Cañar, which belongs to the province of Cañar. This is a small city located in the highlands region. It has a population of about 20.000 inhabitants.

The following samples were used to gather the data: El Universo daily; as national newspaper, El Heraldó weekly; as local newspaper and El Extra daily; as tabloid, all of them were collected in a period of seven consecutive days. The sections that were studied are: News, Ads, Social pages, Reports, and Sports, which were recommended in the working guide.

Chart One

Variable: National Newspaper “El Universo”

Subvariable: News

Anglicism	Examples	Word repetition number	Title of the article	Date
E-mail	Rafael Correa restó credibilidad a la versión que el e-mail	11	Correa admite que el e-mail pudo sufrir alteración	01-21-2010
Strike	En un cartel que rezaba ‘Tres strikes : luz-agua-inseguridad.	1	Otra vez vuelven los universitarios a “ponchar” a Chávez	01-23-2010
Internet	Por varias redes sociales en el internet	1	Otra vez vuelven los universitarios a “ponchar” a Chávez	01-23-2010
Flash	Tiene 256 MB de memoria flash	1	Operadoras introducen nuevo BlackBerry Bold	01-25-2010
On-line	La aerolínea LAN presentó un sistema on-line	1	Aerolínea presentó su cuponera corporativa	01-25-2010
Web	En la web se promueve el concilio Vaticano II	1	En la web se promueve el Concilio Vaticano II	01-26-2010
Sandwich	Lo hará por un sándwich o por 5 o 10 dólares	1	Fecha de protesta en Guayaquil se definirá mañana	01-27-2010
Bailey	Un puente provisional (metálico tipo bailey)	1	Estudios de puente de la A no estarán listos antes de mayo	01-27-2010

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Chart Two

Variable: National Newspaper “El Universo”

Subvariable: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date
Web	Visitas a su página web	2	NYT cobrará visitas a su página web en el 2011	01-21-2010
Film	Una de las clásicas escenas del filme La Dolce Vita	1	Federico Fellini, siempre actual	01-21-2010
Reality	se acerca al género reality	1	Al límite	01-21-2010
Web	El sitio web masculino	1	Chriqui, la mujer más deseable	01-21-2010
Miss	escuela de mises	1	Moda playera se lucirá hoy en pasarela del Palacio de Cristal	01-21-2010
Rock	Concierto de rock	2	Metallica hizo estallar Lima	01-21-2010
Heavy metal	La banda norteamericana de heavy metal	2	Metallica hizo estallar Lima	01-21-2010
Club	El premio del Club Internacional de Prensa	2	Viuda del escritor Stieg Larsson publicará libro con datos de su vida	01-21-2010
Bar	La ruta de los bares y discotecas	1	La ruta de bares y discotecas	01-22-2010
Fan	Mediante la cual los fans podrán adquirir ...	1	Artistas buscan una “Esperanza para Haití”	01-22-2010
Web	En la web www.musicforrelief.org.	1	Artistas buscan una “Esperanza para Haití”	01-22-2010
Look	Así se da movimiento a la cabeza y el look se ve natural	1	Peinados y maquillaje de grado	01-22-2010
Call center	el 1 de febrero deberán llamar al call center	2	PAP hace inventarios y los pacientes ya no pueden separar citas	01-22-2010
Reality	En el pasado realizó el reality	4	‘Bajo el perfil de Estrada’, un nuevo reality estético	01-23-2010

Penthouse	Sentado en sus oficinas en el penthouse de un edificio	2	Emilio Estefan cuenta su vida en un libro	01-23-2010
Show	Un show separado para la música en Español	2	Emilio Estefan cuenta su vida en un libro	01-23-2010
Stop	Animaciones de tipo stop motion	1	Guayaquileño puso a bailar aguas en Dubái	01-24-2010
Manager	La ingeniería y arquitectura, era el Projectmanager	1	Guayaquileño puso a bailar aguas en Dubái	01-24-2010
Internet	Lo hizo vía internet y ganó	1	Guayaquileño puso a bailar aguas en Dubái	01-24-2010
Off	Ser la voz oficial y en off de la emisora quiteña	2	´Tacos, canela y chile´. Al estilo de Pepe Sáenz	01-24-2010
CD	Escuchar música pudiendo escuchar en CD	1	´Tacos, canela y chile´. Al estilo de Pepe Sáenz	01-24-2010
Trailer	La voz en off que se escuche en los trailers anunciando las películas	1	´Tacos, canela y chile´. Al estilo de Pepe Sáenz	01-24-2010
Internet	En el internet y en el estudio de grabación	1	´Tacos, canela y chile´. Al estilo de Pepe Sáenz	01-24-2010
Web	Además permanece en la web	1	´Tacos, canela y chile´. Al estilo de Pepe Sáenz	01-24-2010
Reality	Canal Uno pone en pantalla un reality show	2	Canal Uno estrena hoy reality sobre cambio físico	01-24-2010
Rating	La franja nocturna de mayor rating	1	OBrien recibirá \$ 45 millones por renunciar	01-24-2010
Club	Con los que trabaja el Club de Leones	2	Talleres mostraron productos	01-24-2010
Tablet	El Tablet PC iSlate	5	Tablet PC saldría a la venta el miércoles	01-24-2010
iPhone	Desde que salió el teléfono iPhone	2	Tablet PC saldría a la venta el miércoles	01-24-2010
Smartphon	La brecha que existe entre los smartphones	1	Tablet PC saldría a la venta el miércoles	01-24-2010
Web	según los rumores en la web	1	Tablet PC saldría a la venta el miércoles	01-24-2010
internet	Navegar en internet	1	Tablet PC saldría a la venta el miércoles	01-24-2010
On-line	Jugar on-line	1	Tablet PC saldría a la venta el miércoles	01-24-2010

e-mail	La empresa envió el lunes pasado una invitación por e-mail	1	Tablet PC saldría a la venta el miércoles	01-24-2010
Shock	Debe volver en unos 15 días porque, tras el Shock sufrido	1	Impotencia, dolor y dudas sobre proceso por la muerte de Natalia	01-24-2010
Club	Por el Club de Leones de Tosagua	1	Entrega de equipos para discapacitados	01-25-2010
Show	Será mi único Show	3	Feliciano listo para Ecuador	01-25-2010
CD	Entre sus recientes CD uno de bolero	2	Feliciano listo para Ecuador	01-25-2010
Web	Visita el sitio web del espacio	2	Critica de TV	01-25-2010
Rock	Punk rock	3	Panda demoró, pero su show emocionó a los adolescentes	01-25-2010
Show	El comediante se presentó en los shows	1	Comediante Andy Dick, acusado de abuso sexual	01-25-2010
Club	El gerente-socio del club Tom Schaefer	2	Comediante Andy Dick, acusado de abuso sexual	01-25-2010
Coaching	Experto en coaching	1	Un Clooney ácido y entretenido	01-25-2010
Ligth	La cultura ligth impone	4	Expresiones de cultura "light"	01-25-2010
Web	En la web GRADUADOS	1	Hay un déficit de 265 orientadores en los colegios	01-25-2010
Laptop	Las laptops ocupan las mesas	1	Gratuidad no eliminó el gasto académico en	01-26-2010
Sandwich	Cuando se hace un sándwich tostado de queso	1	Un estallido de tecnología y nuevos estudios dan luz a los no videntes	01-26-2010
Test	Podría conducir a test genéticos	1	Se estudiarán genes de tumores	01-26-2010
Feeling	Para un feeling lírico	3	Música de exportación con Napo y Danny Cobos	01-26-2010
Internet	El sitio de ventas por internet	1	Libro de Osvaldo Hurtado, en inglés	01-26-2010
Rock	Emocionando a la gente a base de un jazz- rock vanguardista	2	Música de exportación con Napo y Danny Cobos	01-26-2010
Blue	Un blues lento	2	Musica de exportación con Napo y Danny Cobos	01-26-2010
Ranking	En los primeros lugares del ranking	1	Yambra la nueva voz del reggaetón	01-26-2010

CD	Cambia y Lluvia de sol, incluidos en el CD	1	´Ahora´ marca el regreso al esenario de Darío Castro	01-26-2010
DVD	En la página web o en DVD	1	´Ahora´ marca el regreso al escenario de Darío Castro	01-26-2010
Web	En la página web	1	´Ahora´ marca el regreso al esenario de Darío Castro	01-26-2010
Heavy Metal	La banda alemana de heavy metal	2	Escorpions	01-26-2010
Internet	Informó en su sitio de internet	1	Escorpions	01-26-2010
Flash	Flash	2	Flash	01-26-2010
Film	Debido al éxito obtenido con los dos primeros filmes	1	Se hará ´Una noche en el museo 3´	01-26-2010
Rock	Personas formen un grupo virtual de rock	9	Videojuegos buscan ser el nuevo MTV	01-26-2010
iPod	Ahora tiene todos los discos en su iPod	1	Videojuegos buscan ser el nuevo MTV	01-26-2010
Pad	Los pads son sensitivos a la velocidad y fuerza del golpe	1	Videojuegos buscan ser el nuevo MTV	01-26-2010
Reality	Un reality para buscar grupos musicales	2	Un nuevo reality musical	01-26-2010
Country	Por interpretar a un cantante country	1	Filme de Tarantino gana más premios que ´Avatar´	01-26-2010
Microsoft	cofundador de Microsoft , Bill Gates	2	Bill Gates, en cinta sobre educación	01-26-2010
Software	Yo solía vender software	1	Bill Gates, en cinta sobre educación	01-26-2010
Film	Tras el estreno del filme	1	Bill Gates, en cinta sobre educación	01-26-2010
Look	En ella conviene rayas y lunares, un look urbano	1	Johansson, otra vez la imagen de Mango	01-27-2010
iPhone Touch	La salida de su teléfono multifunción iphone Touch	4	Apple presenta hoy lo que califica su mayor sorpresa luego del iPhone	01-27-2010
Internet	Con cámara de fotos y conectividad a internet	3	Apple presenta hoy lo que califica su mayor sorpresa lugo del iPhone	01-27-2010
CD	Parte de la gira par mostrar su CD	3	Una “Evolución” de fusiones un disco de Lorenzo Duarte	01-27-2010

Track	Varias fusiones como el dance hot del que gozan el track	1	Una "Evolución" de fusiones un disco de Lorenzo Duarte	01-27-2010
Hot	Varias fusiones como el dance hot del que gozan el track	1	Una "Evolución" de fusiones un disco de Lorenzo Duarte	01-27-2010
Rock	También hay espacio para el rock	9	"Rocka Rolla", tres horas para escuchar lo mejor del rock	02-27-2010
Heavy Metal	La última fecha del ciclo de heavy metal local	2	"Rocka Rolla", tres horas para escuchar lo mejor del rock	02-27-2010
Trash	Un tributo a Metallica hecho por punkeros, trash , heavy, black	1	"Rocka Rolla", tres horas para escuchar lo mejor del rock	02-27-2010
Black	Un tributo a Metallica hecho por punkeros, trash, heavy, black	1	"Rocka Rolla", tres horas para escuchar lo mejor del rock	02-27-2010

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Chart Three

Variable: National Newspaper “El Universo”

Subvariable: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date
Show	Sociedad Patriótica ha preparado para el final del mitin un show musical	2	Show Musical	01-21-2010
Kit	Llévate gratis un espectacular kit playero	1	Arranca la Temporada	01-21-2010
Poster	Nadie pega el poster de un bajista	1	Chevrolet	01-21-2010
Internet	Internet desde US\$ 18.00	1	Telmex	01-21-2010
Ipod	Radio con auxiliar para Ipod	1	Nissan	01-21-2010
Airbag	Air bag	1	Nissan	01-21-2010
Club	Bájate el icono del club	3	Club de lectores el Universo	01-21-2010
Kit	Llámallo a cada rato desde tu nuevo Amigo Kit	1	Porta	01-21-2010
E-mail	E-mail: medicina prepagada@hotmail.es	1	Empresa de medicina prepagada	01-21-2010
Web	Diseño Gráfico y Página Web	1	Vacacionales	01-21-2010
Confort	Confort star air conditioning	1	Anglo ecuatoriana	01-21-2010
Stock	Hasta agotar stock	1	Aprender a cocinar con Disney será su pasatiempo favorito	01-21-2010
Full	170 construcción, full acabados	10	Real State	01-21-2010
Club	Villa Club , 2 plantas	10	Real State	01-21-2010
Jacuzzi	5 dormitorios, piscina, jacuzzi	2	Real State	01-21-2010
Confort	Villa amoblada todo confort	3	Real State	01-21-2010
Tennis	Urbanización, tennis , club	2	Real State	01-21-2010
Penthouse	Vendo lujosa penthouse	1	Real State	01-21-2010
Internet	Con comida, internet	2	Real State	01-21-2010
Bypass	Tecnificada, bypass dos cosechas	1	Real State	01-21-2010
Full	Chevrolet vitara, 5 puertas full	48	Automobile	01-21-2010
Sunroof	Triptónico cuero, sunroof	2	Automobile	01-21-2010

USB	Radio, USB	1	Automobile	01-21-2010
MP3	Radio, MP3 , USB	1	Automobile	01-21-2010
Call Center	Personal call center , supervisores	3	Services needed	01-21-2010
Overlock	Costurera experiencia overlock	2	Services needed	01-21-2010
Internet	Trabaje por internet	1	Services needed	01-21-2010
DVD	Conversión a DVD	2	Services Offered	01-21-2010
Club	El Club de Leones de Guayaquil	1	Feria artesanal	01-22-2010
Internet	Se dictan cursos de internet	2	Educational	01-22-2010
E-mail	e-mail:	1	Universidad Laica Vicente Rocafuerte	01-22-2010
Stock	Contamos además con stock completo	1	SOLO	01-23-2010
Full	Full amoblados	6	Real State	01-23-2010
Club	Villa club	6	Real State	01-23-2010
Intenet	Agua caliente, cable, internet	2	Real State	01-23-2010
Full	Chevrolet Corsa 02, 3 puerta, full	54	Automobile	01-23-2010
Sunroof	asientos de cuero, sunroof	1	Automobile	01-23-2010
iPod	Conexión iPod , asiento eléctrico	2	Automobile	01-23-2010
Bluetooth	iPod, cámara, bluetooth	1	Automobile	01-23-2010
DVD	Radio pantalla plasma táctil DVD	2	Automobile	01-23-2010
CD	MP3/ CD / asientos de cuero	1	Automobile	01-23-2010
e-mail	Enviar curriculum al e-mail	1	Services needed	01-23-2010
Jean	Costureras, presentarse vía Daule "Feria del jean "	2	Services needed	01-23-2010
Disckjockey	Diskjockey Abadmix, cualquier compromiso	9	Services Offered	01-23-2010
Show	Show hora loca con bufones	1	Services Offered	01-23-2010
Stock	stock limitado	1	Products	01-23-2010
Jacuzzi	Jacuzzi 10" y repuestos para motores	1	Products	01-23-2010
Toy	Pekines, Poodler toys , gatos persas	1	Pets	01-23-2010
Trackpad	Disfruta del más refinado BlackBerry con Trackpad de navegación	1	BlackBerry Bold	01-24-2010
Call center	Te presentamos nuestro nuevo call center	1	AeroGal	01-24-2010
Coach	Certificate como coach profesional	3	ECCP	01-24-2010
WEB	Visita la web	1	DPEO	01-24-2010
Coach	Como Psicólogo y Coach recomiendo el programa	1	DPEO	01-24-2010

Call Center	Call Center: 2221650	1	Universidad Católica de Santiago de Guayaquil	01-24-2010
e-mail	e-mail: oficina.emprendedores@	2	Universidad Católica de Santiago de Guayaquil	01-24-2010
Poster	Poster 4tomorrow es un competición internacional	3	Poster4tomorrow	01-24-2010
Jacuzzi	Vista al mar, 5 dormitorios, piscina, jacuzzi	10	Real State	01-24-2010
full	3.5 baños full acabados	14	Real State	01-24-2010
Club	2 dormitorios, club con piscina	24	Real State	01-24-2010
BBQ	Patio para BBQ	1	Real State	01-24-2010
Split	2 dormitorios, 2 parqueos, Split , club con piscina	2	Real State	01-24-2010
Confort	El confort que buscas	3	Real State	01-24-2010
Penthouse	Punta Blanca penthouse nuevo 2 pisos	4	Real State	01-24-2010
Internet	Urdesa Central, estudiante, comida, internet , cable	4	Real State	01-24-2010
Walking closet	370 construcción, 4 dormitorios walking closets	1	Real State	01-24-2010
Shopping	Cerca al shopping	1	Real State	01-24-2010
E-mail	E-mail: ventanas1...	1	Urbanización Metrópolis	01-24-2010
Full	Único dueño, full extras, flamante	70	Automobile	01-24-2010
Airbag	Seguros eléctricos, airbags , alarma	1	Automobile	01-24-2010
DVD	ipod, puerto USB, Dvd , funciona con ...	6	Automobile	01-24-2010
IPOD	Radios exclusivos para Honda CRV. Tiene televisión, bluetooth, ipod ,...	2	Automobile	01-24-2010
Bluetooth	Tiene televisión, bluetooth , ipod, puerto USB,	2	Automobile	01-24-2010
USB	bluetooth, ipod, puerto USB	1	Automobile	01-24-2010
CD	Radio pantalla plasma táctil DVD/MP3/ CD	1	Automobile	01-24-2010
MP3	Radio pantalla plasma táctil DVD/ MP3 /CD	1	Automobile	01-24-2010
A/C	Peugeot 206 XR 5P A/C 2006	1	Automobile	01-24-2010
Standard	Vendo año 1986, motor standard	1	Automobile	01-24-2010

CD	Diseñador/a se necesita web, CD multimedia,	1	Services needed	01-24-2010
Call center	Call Center Paisas Andinos Bachilleres	3	Services needed	01-24-2010
Mail	Enviar vía mail hoja de vida	5	Services needed	01-24-2010
Web	Programación de Páginas Web	5	Services needed	01-24-2010
Flash	conocimientos en Adobe photoshop, Adobe Flash	1	Services needed	01-24-2010
Closet	Instalar anaqueles de cocina, closets	1	Services needed	01-24-2010
Overlock	Con experiencia, maquina industrial overlock y deshilado	4	Services needed	01-24-2010
Lunch	Que tenga buen acaado, sueldo, lunch , inentivos	1	Services needed	01-24-2010
Jeans	Con/sin experiencia para taller de jeans	1	Services needed	01-24-2010
Marketing	Conocimientos en Marketing y ventas	5	Services needed	01-24-2010
Network	Compañía network Marketing gane 1.000 mensual	1	Services needed	01-24-2010
Internet	Trabaje por internet , llene el formulrio y adjunte una foto	1	Services needed	01-24-2010
Full	Buenos preios, PVC, full trabajo	1	Services needed	01-24-2010
Hardware	Bodega solicita American Hardware	2	Services needed	01-24-2010
Sport	Aprenda a cortar y coser: vestidos, faldas y ropa sport	1	Services offered	01-24-2010
Disk jockey	Animaciones infantiles, disk jockey	3	Services offered	01-24-2010
Software	Reparación: software , daños electrónicos	1	Services offered	01-24-2010
DVD	Traspaso DVD , fotografia	2	Services offered	01-24-2010
Web	Diseño gráfico , páginas web	2	Services offered	01-24-2010
Full	Camionetas full equipo	4	Services offered	01-24-2010
Laptop	Laptop vendo modelo HP	7	Products	01-24-2010
Chip	Play station 2, nintendo, nuevos de paquete con chips	2	Products	01-24-2010
Notebook	Vendo modelo HP, notebook	1	Products	01-24-2010
Photoshop	Video curso, photoshop	1	Products	01-24-2010
Hot dog	Carreta Hot Dogs	1	Products	01-24-2010
Stock	Hasta agotar stock	1	El Universo	01-25-2010
Click	Todo el control en un solo click	1	LAN.com	01-25-2010

Marketing	En marketing digital	1	TECNOLÓGICO DE MONTERREY	01-25-2010
Ranking	Tercer lugar en ranking	2	UNIVERSIDAD SANTA MARÍA	01-25-2010
Web	Sitio web : www.grupospurrier.com	1	Seminario-Taller	01-25-2010
Poster	Nadie pega el poster de un bajista	1	CHEVROLET	01-25-2010
Shopping week	Del 25 al 29 de enero shopping Week	1	SAN MARINO SHOPPING	01-25-2010
Full	Full trabajo	1	ASCOMSA PROMOCIONES	01-25-2010
Stock	Stock de Repuestos	1	CONAUTO	01-25-2010
E-mail	e-mail :pmariscal@elunivers	3	El bolso playero	01-25-2010
Backlight	Pantalla de 13.3" TruBrite LED Backlight	1	TOSHIBA	01-25-2010
Full	2 plantas, 3 dormitorios, full acabados	8	Real State	01-25-2010
Jacuzzi	Villa, piscina, jacuzzi , crédito directo	4	Real State	01-25-2010
Club	4 dormitorios, ideal oficinas, club	2	Real State	01-25-2010
Spa	4 dormitorios, ideal oficinas, club, spa	1	Real State	01-25-2010
Penthouse	Cinco 177m2, Penthouse remato	1	Real State	01-25-2010
Full	Hyundai Matrix 2007, full , nuevo, crédito	17	Automobile	01-25-2010
Airbag	Seguros eléctricos, airbags , alarma	2	Automobile	01-25-2010
Bluetooth	radio pantalla plasma táctil DVD/MP3/CD/IPOD/cámara/ Bluetooth , llantas nuevas	1	Automobile	01-25-2010
DVD	Asientos de cuero, radio pantalla plasma táctil DVD /MP3/CD/IPOD/cámara/ Bluetooth, llantas nuevas	1	Automobile	01-25-2010
CD	Asientos de cuero, radio pantalla plasma táctil DVD/MP3/ CD /IPOD/cámara/ Bluetooth, llantas nuevas	2	Automobile	01-25-2010
IPOD	Asientos de cuero, radio pantalla plasma táctil DVD/MP3/CD/ IPOD /cámara/ Bluetooth, llantas nuevas	3	Automobile	01-25-2010
Bluetooth	Tiene televisión, bluetooth , ipod, puerto USB, Dvd,	1	Products	01-25-2010

IPOD	Tiene televisión, bluetooth, ipod , puerto USB, Dvd,	1	Products	01-25-2010
DVD	Mazda 3, Tucson, Santa Fe, Honda CVR. Tiene televisión, bluetooth, ipod, puerto USB, Dvd ,	1	Products	01-25-2010
USB	Tiene televisión, bluetooth, ipod, puerto USB , Dvd,	1	Products	01-25-2010
Internet	Conocimientos de Inglés, computación, internet	2	Services needed	01-25-2010
Bar	Bar discoteca del norte de la ciudad solicita	1	Services needed	01-25-2010
Mail	Enviar vía mail	3	Services needed	01-25-2010
Overlock	Costureras con experiencia en recta overlock	2	Services needed	01-25-2010
Jean	Presentarse km 8 vía Daule "Feria del Jean "	1	Services needed	01-25-2010
Full	Full Bilingüe. Buena presencia	1	Services needed	01-25-2010
Marketing	personas de nivel universitario (Marketing , Publicidad)	1	Services needed	01-25-2010
Internet	Computación paquete office 2003-2007 e internet	2	Services offered	01-25-2010
DVD	Curso DVD TV Cámara	2	Services offered	01-25-2010
Web	Diseño grafico, Páginas Web	1	Services offered	01-25-2010
Disc jockey	Cursos Disckjockey , Locución	2	Services offered	01-25-2010
Show	Show hora loca con bufones	1	Services offered	01-25-2010
Full	3 dormitorios, 3.5 baños full acabados	2	Real State	01-26-2010
Jacuzzi	3 dormitorios, 3 baños, jacuzzi	1	Real State	01-26-2010
Internet	Comida, internet , cable	1	Real State	01-26-2010
Full	Chevrolet D-Max, full 4 x4	24	Automobile	01-26-2010
Sunroof	Silverado 2009, sunroof ,	2	Automobile	01-26-2010
DVD	pantalla plasma táctil, DVD	1	Automobile	01-26-2010
MP3	Mp3 /CD/IPOD/ Camara	1	Automobile	01-26-2010
CD	Mp3/ CD /IPOD/ Camara	1	Automobile	01-26-2010
IPOD	Mp3/CD/ IPOD / Camara	1	Automobile	01-26-2010
Bluetooth	Mp3/CD/IPOD/ Camara Bluetooth	1	Automobile	01-26-2010
Call Center	Personal call center sin limite	4	Services Needed	01-26-2010
Overlock	que opere máquina overlock	2	Services Needed	01-26-2010
Full	Plantadores full trabajo	1	Services Needed	01-26-2010
Disk jockey	Cursos de disk jockey , locución	1	Educational	01-26-2010

Split	Acondicionadores centrales, Split	1	Services Offerd	01-26-2010
Bar	con bar discoteca	2	Services Offerd	01-26-2010
Laptop	Laptops desde \$ 350	3	Products	01-26-2010
DVD Writer	Computador core, DVD Writer	2	Products	01-26-2010
Full	Televisores LCD, full HD plotter	1	Products	01-26-2010
Jacuzzi	Con baño, terraza, Jacuzzi	4	Real State	01-27-2010
Full	Villa España VictoriaII, por estrenar, full acabados	4	Real State	01-27-2010
Tennis	Piscina, gimnasio cancha de tenis	3	Real State	01-27-2010
Club	Villa Club dos pisos	3	Real State	01-27-2010
Split	2 dormitorios, 2 parqueos Split	1	Real State	01-27-2010
Closet	3 dormitorios con closet	1	Real State	01-27-2010
Penthouse	Playas Penthouse , 3 dormitorios	1	Real State	01-27-2010
Internet	Habitaciones estudiantes, provincia, internet	1	Real State	01-27-2010
Full	Chevrolet Spsrk 2007, full equipo	45	Automobile	01-27-2010
USB	Nissan Sentra/1994, impecable, radio USB	1	Automobile	01-27-2010
Call Center	Personal Call Center sin límite	2	Services needed	01-27-2010
Jeans	Presentarse km 8 vía a Daule. "Feria del Jean "	1	Services needed	01-27-2010
Disk jockey	Diskjockey profesional, pantallas gigantes	4	Services Offered	01-27-2010
Laptop	Laptop \$ Centro Comerial Unicentro	3	Products	01-27-2010
Small	Vestido elegante de graduación, randa talla small	1	Products	01-27-2010
Split	Acondicionadores centrales, Split , 25.00	2	Services offered	01-27-210

Author: Mónica Alexandra Pinos Ortiz

Chart Four

Variable: National Newspaper “El Universo”

Subvariable: Social Pages

Anglicism	Examples	Word repetition number	Title of the article	Date
Web	En la página web especializada YouTube.com	1	El top 5	01-22-2010
Rock	La banda de rock alternativo irá mañana a Quito	3	Guayaquil escucha esta noche a panda	01-22-2010
Garnish	Con clases de pasarela, garnish	1	Clases de etiqueta	01-22-2010
Rock	Mañana la edición rock alternativo	1	Ciclo de conciertos	01-22-2010
Bar	El bar Soho Pub	1	Ciclo de conciertos	01-22-2010
Cover	Precio: Cover \$5	1	Ciclo de conciertos	01-22-2010
Club	En en Club de la Unión	1	Matrimonio	01-23-2010
Club	La recepción fue en el Salinas Yacht Club	1	Boda	01-24-2010

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Chart Five

Variable: National Newspaper “El Universo”

Subvariable: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date
Gol	El arquero colombiano que hizo 52 goles	1	René Higuita dice adiós este domingo	01-21-2010
Club	Ex entrenador de Newell's club	1	Emelec busca revancha	01-21-2010
Football	Presidente de la Comisión de Fútbol	1	Toreros eligen entre Mirosevic y Franzoia	01-21-2010
Gol	Marcó un gol en el torneo Apertura	2	Toreros eligen entre Mirosevic y Franzoia	01-21-2010
Ranking	El ranking margina	2	Barca el mejor; Liga es 90	01-22-2010
Club	El club Rojos	2	Con el béisbol en la sangre	01-22-2010
Base ball	Los Bohrer llevan el béisbol en la sangre	4	Con el béisbol en la sangre	01-22-2010
Box	El interés por conformar la selección ecuatoriana juvenil de boxeo	2	Pugilistas buscan boletos a dos torneos internacionales	01-22-2010
Box	Soy un boxeador listo y honesto	1	Manny Pacquiao	01-22-2010
Club	El mejor club de la historia	4	Barca, el mejor; Liga es 90	01-22-2010
Club	Por ese cariño que tiene al club	1	Chullas piden que Hurtado arregle con club por “cariño”	01-22-2010
Top ten	El único club latinoamericano no ubicado en el top ten	1	Barca, el mejor; Liga es 90	01-22-2010
Foot ball	El FC Barcelona es el mejor club de la historia del fútbol	3	Barca, el mejor; Liga es 90	01-22-2010
Football	Bicentenario del fútbol mexicano	4	DEPORTESXTV	01-22-2010

Club	administrativo del club	3	Macará presenta hoy a su plantel del 2010	01-23-2010
Softball	Los jóvenes pueden inscribirse para aprender a practicar el softball	1	Bastión Popular tiene un campeón de béisbol	01-23-2010
Marketing	Jefe del departamento de marketing	1	Manta recibe al River Plate el 30 de enero en amistoso	01-23-2010
Ranking	El certamen suma puntos al ranking	1	Azuay, con la mejor puntería en selectivo	01-23-2010
Ranking	Doménica Gonzalés lidera el ranking	1		
Crack	El flaco es un crack	1	Kaviedes está feliz, se ve que ha vuelto a vivir	01-25-2010
Club	Jugadores para reemplazar y para potenciar el club	3	Kaviedes está feliz, se ve que ha vuelto a vivir	01-25-2010
Club	Con la participación de siete clubes	5	Club ADN ganó el I Grand Prix	01-25-2010
Club	Empezarán el 1 de febrero en el club campestre	1	Ex nadadora invita a curso de deporte	01-25-2010
Club	La escuela de natación del Club Náutico del Salado	2	Clases en el club Náutico del Salado	01-25-2010
Football	Deportes como fútbol	1	Distracción en la Ciudad Deportiva	01-25-2010
Basketball	Deportes como fútbol, básquet , entre otros	1	Distracción en la Ciudad Deportiva	01-25-2010
Ranking	Fue el vencedor del ranking	3	Del Salto fue el primero	01-25-2010
Master	Y se ubica en la categoría masters	1	Del Salto fue el primero	01-25-2010
Gol	El gol de apertura llegó a los 78 minutos	4	Criollos no convencen	01-25-2010
Gol	Ronaldo se reencontró ayer con el gol	2	No bastó con Caicedo	01-25-2010
Club	Jugó los 90 minutos en el club	1	Monterrey, goleado en visita al Atlas	01-25-2010
Football	Considero que el fútbol es de momentos	2	El momento del "Bolillo" ya pasó	01-25-2010
Grand slam	Tiene todo lo necesario para ganar un Grand Slam	1	Nadal-Murray, en cuartos de final	01-25-2010

Gol	Fue la figura con dos goles	4	´Nine´ volvió con dos goles	01-25-2010
Football	Kaviedes falto de fútbol por su inactividad	1	´Nine´ volvió con dos goles	01-25-2010
Club	Liga de Quito su anterior club	1	´Nine´ volvió con dos goles	01-25-2010
Bar	agresión en un bar de la ciudad de México	4	Bala sigue alojada en cabeza de cabañas	01-26-2010
Web	En su web , habló ayer de...	1	Bala sigue alojada en cabeza de Cabañas	01-26-2010
Ranking	Ocupa la primera posición del ranking	2	Pelé, el máximo artillero en torneos de primera división	01-26-2010
Blitz	Se desarrollará en las modalidades clásico y blitz	1	El ajedrez prepara dos torneos ecuatorianos	01-26-2010
Bar	Clienre asiduo del bar donde se produjo el ataque	1	Agresores so identificados	01-27-2010
Surf	También se desarrollará una exhibición de surf	3	Surf latino llegó a las playas de Montañita	01-27-2010
Ranking	Héctor Ordoñez, en el puesto 26 del ranking latino	1	Surf latino llegó a las playas de Montañita	01-27-2010
Ranking	El segundo lugar del ranking mundial	1	Nadal se retiró de juego con Murray por lesión en rodilla	01-27-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Six

Variable: Local Newspaper "El Heraldó"

Subvariable: News

Anglicism	Examples	Word repetition number	Title of the article	Date
Club	El Club Social Cultural y Deportivo	2	Club Fullklóricos organiza "III Encuentro Carnavalesco"	01-30-2010
Web	De la página web	2	Hoy no habrá cobro de planillas eléctricas	01-30-2010
Spa	Policlínicos, centros de cosmetología, SPA	1	Locales comerciales deben obtener permiso sanitario para funcionar	02-06-2010
Bar	Servicios de alimentos y debida: restaurantes, bares	3	Locales comerciales deben obtener permiso sanitario para funcionar	02-06-2010
Grill	Bar, boíte (grill)	1	Locales comerciales deben obtener permiso sanitario para funcionar	02-06-2010
Club	Salones de juegos electrónicos, clubes deportivos	1	Locales comerciales deben obtener permiso sanitario para funcionar	02-06-2010
Check-up	Existen técnicos que realizan el chequeo en los patios de la Policía	1	Arrancó la matriculación vehicular por meses	02-06-2010
Web	Disponible en la web del IASC	1	Gobierno rechaza informe reseñado por diario de EEUU	02-06-2010
Stress	Una verdadera campaña de búsqueda de la joven quien padece de estrés	1	Padres continúan buscando a su hija desaparecida	02-27-2010
Cross	Una competencia nacional, invitacional de moto cross	1	Hoy, Deleg celebra 18 años de cantonización	02-27-2010

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Chart Seven

Variable: Local Newspaper "El Heraldó"

Subvariable: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date
Net	Mundo Net , soluciones informáticas	1	Services offered	01-30-2010
Internet	conocimientos básicos en computación e internet	2	Services needed	01-30-2010
Web	Web: www.INVERAUSTR O.com	1	Real State	02-06-2010
e-mail	e-mail: ventas...	1	Real State	02-06-2010
Fax	Fax: 2245-063	1	Real State	02-06-2010
Internet	Cabinas telefónicas e internet	2	Real State	02-06-2010
Closet	3 dormitorios con closet	1	Real State	02-06-2010
Master	El master con baño privado	2	Real State	02-06-2010
Full	2009, 5 puertas full	1	Automobile	02-06-2010
Internet	Astromeganet internet banda ancha	1	Services Offered	02-13-2010
Full	Daewoo Lanus, full , 2003	1	Auromobile	02-13-2010
Full	Daewoo Lanus, full , 2003	1	Auromobile	02-20-2010
Full	negocio de celulares, full mercadería	1	Real State	02-20-2010
Full	Se vende un negocio de celulares, full mercadería	1	Real State	02-27-2010
Full	Vendo taxi, full , 2003	1	Automobile	02-27-2010
Peeling	Envejecimiento cutáneo, peeling	1	Beauty Services	02-27-2010
Jacuzzi	Cocina, 4dormitorios, jacuzzi	1	Real State	02-27-2010
Peeling	Envejecimiento cutáneo, peeling	1	Beauty Services	03-06-2010
Full	Año 2002, full extras con	1	Automobile	03-13-2010

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Chart Eight

Variable: Local Newspaper "El Heraldó"

Subvariable: Social Pages

Anglicism	Examples	Word repetition number	Title of the article	Date
Happy Birthday	Happy Birthday! En tu primer añito	1	Cumpleaños	01-30-2010
Reality Show	Material para su Nuevo reality show	1	Jessica Simpson mal al ver modelos extremadamente delgadas	01-30-2010
Film	El próximo film se enfocará en el personaje principal	2	Robert Pattison protagonizaría nuevo filme "Spiderman"	01-30-2010
Web	En declaraciones a la página web	1	Brad Pitt y Angelina Jolie ofrecen ayuda a víctimas de terremoto	01-30-2010
Online	El portal online como dio a conocer	2	Atrapan a Lindsay in fraganti	02-06-2010
Pop	interpretación vocal pop femenina	1	Beyoncé reina en los Grammy con 6 premios	02-06-2010
Country	Los tres restantes en categorías de música country	1	Beyoncé reina en los Grammy con 6 premios	02-06-2010
Gay	Me encantan los hambres gay	3	Victoria Beckham defensora de los homosexuales	02-20-2010
Film	Resultado herido durante una escena del filme "The Expendables"	1	Sylvester Stallone herido en rodaje	02-20-2010
Pop	La estrella pop del momento	1	Beyoncé Russell Crowe en "A Star is Born"	02-20-2010
Remake	Por haber sido seleccionados para hacer este remake	2	Beyoncé Russell Crowe en "A Star is Born"	02-20-2010
Bar	Ajena a los hechos en el Bar Delux de Hollywood	1	Robo en casa de Paris Hilton	02-20-2010
Happy Birthday	Happy Birthday! En tus 5 años	2	Cumpleaños	03-13-2010
Miss	conseguir la corona Miss Universo	6	Ex Miss Venezuela tiene cáncer de seno	03-13-2010
Video-clip	La locación donde se grabaría el video-clip	1	Christian Chávez se pregunta ¿En donde estás?	03-13-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Nine

Variable: Local Newspaper "El Heraldó"

Subvariable: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date
Football	Patrones de conducta colectiva que el fútbol ciertamente desata	3	Viva nuestro fútbol	01-30-2010
Shock	Auxiliar al paciente en estado de shock	2	Se dictó charla sobre manejo del paciente crítico	01-30-2010
Internet	Se puede también efectuar por internet	1	Impuesto a la Renta se declara de febrero a abril	02-06-2010
Show	Los shows artísticos se realizarán hasta las 18h00	1	Biblián planifica operativo para feriado	02-06-2010
Web	Sorteo estará disponible en la página web	1	Reciben sobres para quinto sorteo de la Lotería Tributaria	02-13-2010
Mouse	Para convertir sus dedos en un mouse	1	Festival Windows 7 en la Universidad Católica de Cuenca-Azogues	02-13-2010
Notebook	Cerrar su notebook sin apagar el equipo	1	Festival Windows 7 en la Universidad Católica de Cuenca-Azogues	02-13-2010
Internet	A través de internet	1	Festival Windows 7 en la Universidad Católica de Cuenca-Azogues	02-13-2010
Internet	La biblioteca dispone de internet	4	Biblioteca Municipal crece en visitantes y préstamos	02-20-2010
Marketing	Seminarios de proceso administrativo, Marketing mix	1	Universidad Técnica José Peralta clausuró seminarios	02-20-2010
Internet	Internet de banda ancha	1	La Matobelle estará lista en quince días	02-27-2010
Ticket	Hacer cola, obtener ticket	1	Sostienen que el INDA es una tragedia para Cañar	02-27-2010

Miss	Las 16 candidatas a Miss Ecuador visitaron esta ciudad	3	Candidatas a Miss Ecuador visitaron la ciudad	03-06-2010
Internet	Por dos años hace radio por internet	2	Rafael Yascaribay o "Fafael Sensation"	03-06-2010
DJ	Trabaja como DJ en diferentes establecimientos	1	Rafael Yascaribay o "Fafael Sensation"	03-06-2010
cocktail	Una deliciosa cena y coctél	1	Nuevo Restaurante Ecuatoriano en NY	03-06-2010
Pop	La reina del pop está trabajando	1	Madona alista una línea de ropa	03-13-2010
Chip	La carrera hacia los chips de ordenador	5	Un paso más cerca de los chips par las computadoras cuánticas	03-13-2010
Bit	Serán bits cuánticos o qubits	2	Un paso más cerca de los chips par las computadoras cuánticas	03-13-2010
Rock	Una banda de rock latino alternativo	3	Latín Trade Show, vuelve a los escenarios	03-13-2010
Mail	Escribe al profesor Cesar Camacho un mail que incluye	1	Latín Trade Show, vuelve a los escenarios	03-13-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Ten

Variable: Local Newspaper "El Heraldó"

Subvariable: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date
Football	Preparando el nuevo campeonato de fútbol sala	3	Alistan la nueva temporada del Fútbol Sala	01-30-2010
Club	Por lo que se invita a los clubes	1	Alistan la nueva temporada del Fútbol Sala	01-30-2010
Football	El campeonato profesional de fútbol	1	D. Municipal finiquita su plantilla para el 2010	01-30-2010
Box	Deportes que participaron Boxeo	3	Revisan convenio FDE-La Salle	01-30-2010
Football	Monitores de fútbol de solo tres cantones	1	Revisan convenio FDE-La Salle	01-30-2010
Football	Será el torneo de fútbol nacional	2	CPDE cuenta con una correcta panificación	01-30-2010
Club	Incondicional apoyo al club	4	Esperan hacer del Minicipal de Cañar un equipo compacto	01-30-2010
Sport	Se firmo el convenio con Maratón Sport	1	Esperan hacer del Minicipal de Cañar un equipo compacto	01-30-2010
Football	La Escuela de Fútbol mantiene el GPC	2	Escuela de Fútbol del GPC reinicio actividades	02-06-2010
Club	Dialogar con las dirigencias del club	5	Xavier Mercado nuevamente jugará en el D. Azogues	02-13-2010
Downhill	Del campeonato provincial de Downhill	4	Se realizó primera válida provincial Downhill	02-13-2010
Back	Marcelo Torres, nuevo back central Guacamayo	1	Marcelo Torres, nuevo back central Guacamayo	02-13-2010
Football	Esperadas por los amantes del fútbol sala	5	El 6 de marzo se inagura campeonato de fútbol sala	02-13-2010
Football	Campeonato profesional de fútbol	1	Deportivo Municipal Cañar despliega varias acciones	02-13-2010

Show	Se iniciará con un show artístico	1	Hoy Azogues vivirá la “explosión verde”	02-20-2010
Baseball	Un nuevo deporte en nuestra provincia Béisbol (Baseball)	3	Se crea la disciplina del Béisbol en el Cañar	02-27-2010
Kit	Estaría adquiriendo un nuevo kit	1	Se crea la disciplina del Béisbol en el Cañar	02-27-2010
Box	La selección de boxeo de Fedecañar	2	El boxeo se practica con nuevas metas	03-13-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: News

Anglicism	Examples	Word repetition number	Title of the article	Date
Call center	Conseguir una cita por el call center	1	¡Pacientes exigen atención con PAP o sin él!	01-25-2010
Night club	Propietaria del night club	3	Amenazan de muerte a Comisario de Salud	01-27-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date
Internet	Extra en internet	1	Extra	01-21-2010
Fax	Fax redacción	2	Extra	01-21-2010
Chat	Será nuestro invitado especial al CHAT dominguero	2	CHAT dominguero	01-21-2010
Full	Mazda 2200 flamante, doble cabina full equipo	6	Automobile	01-21-2010
Airbag	Doble airbag	1	Autoimoile	01-21-2010
Full	3 dormitorios,2 baños, full acabados	1	Real state	01-21-2010
Laptop	Laptop HP \$ 700	3	Products	01-21-2010
Split	Reparación, A/A, Split calefones	1	Services offered	01-21-2010
Disk jockey	Disc jockey	1	Services offered	01-21-2010
Mail	mail :daltamirano...	1	Services needed	01-21-2010
Cocktail	Vestidos, novia, quinceañera, coctel	1	Products	01-21-2010
Sexy	Sexy tienda	8	Sexual Services	01-21-2010
Spa	Lindas señoritas, spa , masajes	1	Sexual Services	01-21-2010
Gay	Lubricantes, Dvd gay	1	Sexual Services	01-21-2010
Spray	Tabletas, sprays	1	Sexual Services	01-21-2010
DVD	Lubricantes, Dvd gay	1	Sexual Services	01-21-2010
Internet	Extra en internet	1	Extra	01-22-2010
Fax	Fax redacción	2	Extra	01-22-2010
Stock	Hasta agotar stock	1	Generadores para tu negocio	01-22-2010
Web	Más información en nuestra web	1	Generadores para tu negocio	01-22-2010
Full	Full acabados	1	Real State	01-22-2010
Club	Villa en uranizacion villa Club	2	Real State	01-22-2010
Full	Full extras, 4 puertas	4	Automobile	01-22-2010
Record	Récord Policial	1	Services Offered	01-22-2010
Laser	Lipoestructura láser	1	Beauty Services	01-22-2010
Chip	Chips porta \$ 3.50	1	Products	01-22-2010
Laptop	Laptop HP \$ 550	3	Products	01-22-2010

Internet	Computadora completa Intel Pentium 4 para internet	1	Products	01-22-2010
Stress	Masajes anti estress	1	Beauty Services	01-22-2010
Confort	Hotel confort Sensacional	2	Hotels	01-22-2010
Spray	Crema aumentadora, spray	4	Sexual services	01-22-2010
Hot	Hot	2	Sexual services	01-22-2010
Chat	Chat 24 hrs. en vivo	1	Sexual services	01-22-2010
Sexy	Envia sexy al 1214	4	Sexual services	01-22-2010
Kit	Cleavage kit	1	Sexual services	01-22-2010
Internet	Extra en internet	1	Extra	01-23-2010
Fax	Fax redacción	2	Extra	01-23-2010
Airbag	Alarma, airbag	1	Chevrolet	01-23-2010
CD	Radio cd	1	Chevrolet	01-23-2010
A/C	Vidrios eléctricos, a/c	1	Chevrolet	01-23-2010
Shopping	Villa cerca al shopping	1	Real State	01-23-2010
Full	Villa full lugar seguro	1	Real State	01-23-2010
Club	Urbanización villa Club	1	Real State	01-23-2010
Full	Toyota 5 puertas full equipo	7	Automobile	01-23-2010
Record	Rehabilitación Récord policial	1	Services Offered	01-23-2010
Laptop	Laptop HP \$550	3	Products	01-23-2010
Chip	Chips Porta \$3.50	1	Products	01-23-2010
Full	Vendo cabinas full equipadas	2	Business	01-23-2010
Internet	Computadora completa para internet	1	Products	01-23-2010
Software	Actualizamos software	1	Services Offered	01-23-2010
Spray	Tabletas, sprays	1	Sexual Services	01-23-2010
Sexy	Culta, discreta, sex	6	Sexual Services	01-23-2010
Gay	Lubricantes, dvd gay	1	Sexual Services	01-23-2010
DVD	Lubricantes, dvd gay	1	Sexual Services	01-23-2010
Shopping	Gran oportunidad villa cerca al shopping	1	Real State	01-24-2100
Night Club	Magnifica oportunidad vendo Night Club	1	Real State	01-24-2100
Look	" Lookers " Ciudad Puyo	1	Real State	01-24-2100
Full	Preciosa villa, full lugar seguro	2	Real State	01-24-2100
Tennis	Piscina, cancha de tenis	1	Real State	01-24-2100
Club	urbanización, villa club	1	Real State	01-24-2100
Full	Rodeo 2001, full eléctrico	2	Automobile	01-24-2100
Internet	Para vender Tv pagada, internet	1	Services Needed	01-24-2100
Lunch	Transporte, lunch	1	Services Needed	01-24-2100
Software	Actualizamos software	1	Services Offered	01-24-2100
Internet	Extra en internet	1	Extra	01-24-2010
Fax	Fax redacción	2	Extra	01-24-2010
Laptop	Laptop nuevo modelo	3	Products	01-24-2100

Night Club	Trabajen night club	1	Sexual Services	01-24-2100
Hot	Hot envía video	2	Sexual Services	01-24-2100
Sexy	Enviar sexy al 1214	1	Sexual Services	01-24-2100
Chat	Chat 24 Hrs en vivo	1	Sexual Services	01-24-2100
Internet	Extra en internet	1	Extra	01-25-2010
Fax	Fax redacción	2	Extra	01-25-2010
Tennis	Piscina, cancha de tenis	1	Real State	01-25-2100
Club	Villa Club	1	Real State	01-25-2100
Full	Toyota 5 puertas, full	3	Automobile	01-25-2100
Record	Rehabilitaciones record	1	Services Offered	01-25-2100
Lunch	Transporte, lunch	1	Services Needed	01-25-2100
Suite	Atender oficina, limpieza suite	1	Services Needed	01-25-2010
Discjockey	Discjockey locución, 2 cursos por un valor	1	Services Offered	01-25-2010
Full	Instalamos cybers, full equipadas	1	Services Offered	01-25-2010
Laptop	Laptop HP \$ 700	3	Products	01-25-2010
Software	Actualizamos software	1	Services Offered	01-25-2010
Hot	Hot envía video	3	Sexual Services	01-25-2100
Sexy	Enviar sexy al 1214	2	Sexual Services	01-25-2100
Spray	Además sprays	2	Sexual Services	01-25-2100
Internet	Extra en internet	1	Extra	01-26-2010
Fax	Fax redacción	2	Extra	01-26-2010
Full	Villa full lugar seguro	1	Real State	01-26-2010
Full	Lanos 98 impecable, full equipo	4	Automobile	01-26-2010
Call Center	Call Center necesita personal toda edad	1	Services Needed	01-26-2010
Discjockey	Discjockey locución, 2 cursos por un valor	1	Services Offered	01-26-2010
Laptop	Laptop HP \$ 700	3	Products	01-26-2010
Chat	Chat 24 Hr en vivo	1	Sexual Services	01-26-2010
Sexy	Sexy tienda	10	Sexual Services	01-26-2010
Spray	Tabletas, sprays	2	Sexual Services	01-26-2010
Gay	Lubricantes, Dvd gay	2	Sexual Services	01-26-2010
DVD	Lubricantes, Dvd gay	1	Sexual Services	01-26-2010
Cd	estimulantes sexuales, Cd gay	1	Sexual Services	01-26-2010
Hot	Hot envía video	2	Sexual Services	01-26-2010
Internet	Extra en internet	1	Extra	01-27-2010
Fax	Fax redacción	2	Extra	01-27-2010
Full	Mazda alegro año 2007, full equipo	7	Automobile	01-27-2010
Record	Rehabilitaciones récord	1	Services Offered	01-27-2010
Call Center	Personal para isla, call center	1	Services Offered	01-27-2010
Split	Instalación reparación, Split calefones	1	Services Offered	01-27-2010

Closet	Laqueamos, hacemos closets	1	Services Offered	01-27-2010
Call Center	Bachilleres call center medio tiempo	3	Services Needed	01-27-2010
Mail	Mail: daltamirano...	1	Services Needed	01-27-2010
Laptop	Laptop HP \$ 550	3	Products	01-27-2010
Spray	Crema + spray \$20	4	Sexual Services	01-27-2010
Sexy	Envía sexy al 1214	1	Sexual Services	01-27-2010
Hot	Hot envía video	3	Sexual Services	01-27-2010
Gay	Videos gay	2	Sexual Services	01-27-2010
DVD	DVD GAY	1	Sexual Services	01-27-2010
Web	Visite nuestra página web	1	CNEL	01-27-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: Social pages

Anglicism	Examples	Word repetition number	Title of the article	Date
Miss	Las candidatas del Miss Ecuador	3	¡Arranco el Miss Ecuador 2010	01-23-2010
Show	Los shows son los fines de semana	1	Máximo Escaleras	01-23-2010
Cd	Este cd tendrá 20 canciones	1	Sonará la Chulla Vida	01-23-2010
Reality	Va a ver un reality sobre la vestimenta de esta época	1	¡Oswaldo Valencia en Canela TV!	01-23-2010
Show	Los shows que brinda de música retro	1	¡Oswaldo Valencia en Canela TV!	01-23-2010
Hobby	No es solo un trabajo sino su hobby	1	María Caridad: "He aprendido a no tener vergüenza"	01-25-2010
Reality	Ex participantes del reality	2	¡Llunang y María Fernanda con alma de ganadoras!	01-25-2010
Show	El show que ofrecerán	2	¡Reik en concierto!	01-25-2010
Golden box	USD 50 golden box	1	¡Reik en concierto!	01-25-2010
Videoclip	La de mejor videoclip	1	"Mis bandas nacionales"	01-26-2010
Show	Rumbearon desde el inicio hasta el final del show	3	¡San Pedro bendijo nuestra caravana!	01-26-2010
Full	La lluvia los llenó de energía y brahmearon a full	1	¡San Pedro bendijo nuestra caravana!	01-26-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Fourteen

Variable: Tabloid "El Extra"

Subvariable: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date
Trash	La banda norteamericana de trash metal Metallica	1	Metallica ¿En Ecuador?	01-21-2010
Fan	Conmocionaron a sus fans	4	Metallica ¿En Ecuador?	01-21-2010
Show	Para que ofrezca un gran show	2	Metallica ¿En Ecuador?	01-21-2010
Marketing	Retomar sus estudios de Marketing	2	ADRIANA SANCHEZ: "No hay reconciliación con Marcelo"	01-21-2010
Reality	Yolanda López se dio a conocer en el reality	1	La revista del Verdugo	01-22-2010
Show	La han visto realizar bailes y shows eróticos	2	La revista del Verdugo	01-22-2010
Web	Publicadas el año pasado en un sitio web	1	La revista del verdugo	01-22-2010
Reality	Van a realizar un reality	2	Un reality para acompañar a Vito	01-22-2010
Casting	Pasar por un casting muy estricto	1	Un reality para acompañar a Vito	01-22-2010
Show girl	No tiene nada que discutir como una show girl	1	La chica del verdugo	01-22-2010
Sexy	La sexy Karla Moncayo	1	Sirenas al ataque	01-22-2010
Dreadlocks	Mientras toma sus dreadlocks	1	¡Entre los Rastas y el Reggae hay más que pura pinta!	01-24-2010
Top model	No le piden favores a los "top models"	1	¡Cubanos las tienen bailando del cha, cha, cha!	01-27-2010
Jeans	De jeans apretados	2	¡Cubanos las tienen bailando del cha, cha, cha!	01-27-2010
Look	Los zapatos blancos son parte del look	1	¡Cubanos las tienen bailando del cha, cha, cha!	01-27-2010
Mr.	Durante 5 años Mr. Wilson	1	Un pacto con regetoneros	01-27-2010

Author: Mónica Alexandra Pinos Ortiz

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date
Football	Ese DIM tiene un fútbol agradable	2	"Un solo ídolo tiene Ecuador"	01-21-2010
Gol	La emoción del gol	3	"Un solo ídolo tiene Ecuador"	01-21-2010
Marketing	El gerente de Marketing del equipo	2	¡Barcelonistas hasta las patas!	01-21-2010
Show	Pero el show no tenía la misma	1	¡Las diabras del fútbol!	01-21-2010
Foot ball	¡Las diabras del fútbol!	1	¡Las diabras de fútbol!	01-21-2010
Marketing	¿Por qué Marketing?	3	¡Un "Gato" ... de azul a rojo y blanco!	01-22-2010
Football	Demostrar que en sus pies hay fútbol y goles	1	¡Un "Gato" ... de azul a rojo y blanco!	01-22-2010
Gol	Demostrar que en sus pies hay fútbol y goles	1	¡Un "Gato" ... de azul a rojo y blanco!	01-22-2010
Club	Pero para el médico del club	1	¡De la copa del Pacífico a la Tarde Policial!	01-22-2010
Football	No tan solo es un buen arquero sino que juega bien al fútbol	1	¡De la copa del Pacífico a la Tarde Policial!	01-22-2010
Football	se iba a retirar del fútbol	4	EXTRASapada	01-22-2010
Football	Gómez conoce el fútbol ecuatoriano	2	"Es un amigo que da confianza"	01-22-2010
Football	A la selección ecuatoriana de fútbol	2	Unos a favor, otros en contra del "Bolillo"	01-22-2010
Football	Cevallos ya se retira del fútbol	7	"Bolillo" le confesó a Chiriboga que está ilusionado en volver a la "Tri"	01-22-2010
Full	Los jugadores trabajan a full	1	Pacífico, la copa de la suerte	01-23-2010
Gol	El primer gol en el partido	1	Ídolo alborota a Santo Domingo	01-23-2010

Ticket	100 tickets especiales	1	Ídolo alborota a Santo Domingo	01-23-2010
Racing	Barcelona venció a Racing de Uruguay	1	Ídolo alborota a Santo Domingo	01-23-2010
Club	El Club Deportivo Espoli	1	Ídolo alborota a Santo Domingo	01-23-2010
Football	No solo los partidos de fútbol	1	¡"Toreros" y "Policías" sacarán chispas!	01-24-2010
Web	De la página web	2	David Beckham indignado por revelación de reportera italiana	01-24-2010
Club	El club en el que el inglés ha vuelto a jugar	1	David Beckham indignado por revelación de reportera italiana	01-24-2010
Club	Presidente del club	3	El "Bombillo" viajó pensando en el "grandulo" Boghossian	01-25-2010
Football	Ex presidente comisión de fútbol	2	El "Bombillo" viajó pensando en el "grandulo" Boghossian	01-25-2010
Football	En un fútbol tan complicado	2	"Chucho" sigue destacando en fútbol inglés	01-25-2010
Club	El club , donde interviene el delantero	2	"Chucho" sigue destacando en fútbol inglés	01-25-2010
Web	En la Web del Club	1	"Chucho" sigue destacando en fútbol inglés	01-25-2010
Football	Sede de la fiesta del fútbol	3	¡La muerte ronda Sudáfrica 2010!	01-26-2010
Gol	Cabañas, con 125 goles	2	¡La muerte ronda Sudáfrica 2010!	01-26-2010
Bar	En el baño del bar	1	¡La muerte ronda Sudáfrica 2010!	01-26-2010
Football	Me agrada el fútbol	4	¡Robespierre... más medallas que años!	01-26-2010
Football	La labor en sus academias de fútbol	1	"Mérito Cívico" para Carlos Alfaro Moreno	01-26-2010
Football	Puede estar involucrado en el fútbol	3	ExtraSapadas	01-26-2010
Football	Torneo internacional de fútbol	3	¡La Copa que todos... QUIEREN TOMAR!	01-27-2010
Gol	Los primeros goles de mi nueva vida	4	¡Iván comenzando A Soñar!	01-27-2010
Football	Creemos en tu fútbol	3	¡Iván comenzando A Soñar!	01-27-2010

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Quantitative Tabulation

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	F	%
Anglicisms	News	18	2
	Ads	639	72
	Social Pages	10	1
	Sports	82	9
	Reports	144	16
	Total	893	100

Author: Mónica Alexandra Pinos Ortiz

Chart Seventeen

Variable: Local Newspaper “El Herald”

	Section	F	%
Anglicisms	News	16	11
	Ads	22	15
	Social Pages	29	20
	Sports	37	25
	Reports	42	29
	Total	146	100

Author: Mónica Alexandra Pinos Ortiz

Chart Eighteen

Variable: Tabloid “El Extra”

	Section	F	%
Anglicisms	News	4	1
	Ads	217	65
	Social Pages	18	5
	Sports	74	22
	Reports	24	7
	Total	337	

Author: Mónica Alexandra Pinos Ortiz

The Most Frequent Anglicism (in all variables)

Chart Nineteen

Anglicisms	Word repetition number
Full	352
club	107
Football	72
Internet	53
Web	36
Laptop	35
E-mail	33
Rock	32
Show	25
DVD	24
Gol	24
Jacuzzi	23
Disk jockey	22
Reality	19
Marketing	17
CD	16
Fax	15
Bar	15
Ranking	14
Miss	13
Ipod	11
Penthouse	9
Confort	9
Overlock	9
Gay	9
Chip	9

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DISCUSSION

The theme basically deals with the use of anglicisms in Ecuadorian newspaper. How English influences our native language in terms of anglicisms. This is an analysis of the English words used in a semantic context, which searches to show the level of influence English has in the Spanish written in our newspaper. The data gathered for this project has proved that words from the English language are widely used in our newspapers, sometimes due to necessity and other many times they are used as barbarisms, since there is a word in Spanish that translates the English one. Thereby, the purpose of this research project is to identify the most frequent English loans, as well as the social factors that influence the use of them and finally to learn about the sometimes unnecessary use of such words.

THEORETICAL BACKGROUND

The theme proposed for this background is “A Descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers”.

As it is known by everyone the contact among societies, towns, and cultures throughout history has favored that some languages use or take words from others; which are called “linguistic borrowings”. Therefore, when these words are taken from English, they are known as anglicisms.

The increase of communication means, the growth of trade, and international relations focusing on better cultural and commercial understanding among nations are the main factors which have launched the use of English to an international level; during the second half of the last century and in the present. Additionally, tourism and other ways of exchange that move people constantly have made of the world a smaller place since we can communicate immediately through the use of internet or the telephone, or we can travel from one continent to another in a matter of few hours. Therefore, this exchange and being English the most widespread language have caused the adoption of anglicisms not only by Spanish speakers but also by most languages in use nowadays.

LANGUAGE

Ocean One dictionary, defines language as a systematic group of signs that allows the verbal communication; as well as the ability and the way to express oneself. Rooted to this terminology, we have that language of a town or nation is the one that is shared among its speakers, thus a group of signs that insinuates a thought or idea.

Linguistically, language is defined as “a complex system used for human communication, based on a small number of arbitrary vocal symbols and sound units which combine, according to certain rules, into large and more complex structures with semantic content.”

As it is stated by Wikipedia's definition "a language is a system of signs (indices, icons and symbols) for encoding and decoding information".

Language is based on the capacity of the human beings to communicate by means of signs being these mainly the linguistic sign; human language is due to evolutionary adaptations that are given exclusively to human beings. The linguistic behavior in the humans is not of instinctive type but rather it is acquired by contact with other human beings.

LINGUISTICS

Linguistics is narrowly defined as the scientific approach to the study of language, but language can be approached from a variety of directions, and a number of other intellectual disciplines are relevant to it and influence its study.

Thomas Mann (1998) defines Linguistics as "the scientific study of language", it is the knowledge of language that we all have in our minds, additionally he states "linguistics like myself don't make rules on how to speak right, we observe how people actually speak, and try to figure out what rules they unconsciously follow".

According to Burneo (2007), linguistics is the study of human language. However, the ways in which language can be studied are a very complex matter. In addition, Numbery (2003) goes further when he claims that 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 it.

Moreover, Random House Webster's College Dictionary defines linguistics as the study of language, including phonetics, phonology, morphology, syntax, semantics, pragmatics, and historical linguistics. Similarly Joan Swan, (2004) defines linguistics as a science that studies language, according to its structure, acquisition, environment, use and history. Summarizing, linguistics is a science that is centered in the study of language and the laws that governs it.

BRANCHES OF LINGUISTICS

According to Burneo (2007), linguistics is divided into the following main branches: Morphology, phonology, syntax, semantics and pragmatics. These fields are independent, and they each concentrate on specific aspects of the language.

MORPHOLOGY

Is a branch of linguistics that deals with the study of the internal structure of the words in a language, including patterns of inflections and derivations. Thus Morphology deals with the formation and structure of words; it is in charge of the identification, analysis, combination and description of morphemes using a set of word-formation principles.

These principles of word-formation govern both, the phonological and morphological structures of words. Therefore, the

morphological structure refers to the many possible combinations of morphemes-prefixes, roots and suffixes to form words.

To comprehend morphology, it is needed to grasp morphemes function and meaning because they are the most elemental meaningful unit in any human language, as for example the word “drive” is formed by a single morpheme, while the words “driver” or “driving” are constituted by more than one morpheme.

Logically, some words might consist of a single morpheme, that is, a root where no prefixes or suffixes are attached to it. As for example, the words house, yellow, table, pen. By contrast, there are other words, which are more complex due to the addition of suffixes to their root morpheme in order to create new words. For example, words like teacher, teaching, player, playing are created by adding suffixes. While, words like enrich, upland, are formed by adding prefixes.

Therefore, morphemes might be free or bound. A free or unbound morpheme has meaning by itself; this means that it does not need to be joined to other morpheme to convey meaning. While, bound morphemes need to be attached to other morphemes to express meaning. For example, the word “driving” has these two types of morphemes, a free one which is “drive” and a bound one which is “ing”

PHONOLOGY

It is a science, branch of linguistics which studies the speech sounds according to their production, composition, distribution and function within a language. Thus, phonology deals with the sounds of a language and describes the way sounds function within a giving language. For such purpose, phonology requires the help of two branches: Phonetics and Phonemics.

Phonetics: is a descriptive science that studies the speech sounds from the physiological and physical view point, in other words the acoustic of the language, when we talk about the acoustic of the language we refer to the production, articulation, transmission and perception of the speech sounds. Then, phonetics is subdivided into three branches: Acoustic Phonetics, Auditory Phonetics and Articulatory Phonetics.

Phonemics: is a science that deals with the speech sound from the view point of their distribution and function within the language. Thus, phonemics studies the organization of speech sounds into phonemes, the minimal significant contrastive sound units of a language.

SEMANTICS

It is a branch of linguistics that deals with the study of meaning. Thus, it describes signs, symbols and structures of meaning. Consequently, it is concerned with the meaning of

morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse.

Linguists have recognized two types of meaning: word meaning and speaker's meaning. Word meaning is related or refers to the central denotation that a lexical term has in the dictionary. In the other hand, speaker's meaning is related to what a speaker intends to express or convey when he or she uses the language in communication. These two types of meaning are described as "Denotation" and "Connotation".

Then, denotation focuses on the semantic meaning of words, also identified as dictionary meaning, while Connotation refers to the suggested meaning that words might express when used in context; it is also called the speaker's meaning.

SYNTAX

In linguistics, syntax is defined as a science that deals with the principles and rules that govern the way words are connected together to form phrases, clauses and sentences. In other words it studies the structure of sentences and the study of sentence structure. Thus the Syntax of a language is the set of constitutive rules user of a specific language follow when they combine words into sentences.

Syntax is also defined by the Concise Oxford Dictionary of Linguistics as "the study of grammatical relationship between words and other units within a sentence".

Then, syntax refers to the structure of the language, it governs the combinatory behavior that lexical (words) and phrasal (phrases) categories show when they are joined into larger meaningful patterns. It allow us to coordinate unit of words to form sentences to express concepts, that is to say, syntax is the group of rules that defines the correct sequences of the elements of a programming language.

Syntactic theories focus on the study of small units (words) and their interrelations, and provide a set of syntactic rules to explain the hierarchical structure of sentences needed to grammatically.

Moreover, such theories agree on the existence of relations between sings and the entries to which they apply.

Following these theories, sentences are illustrated by Phrase Structured Threes, also known as phrase markers or tree diagrams which provide information about the hierarchical relations between their constituents.

Additionally, Burneo (2007) expresses that; “Syntax may be regarded as the core of the language because it links meaning with sounds and written symbols to form words”.

Consequently when people study English Syntax, they are challenged to establish the rules that teach them, how English speakers combine words to construct phrases, clauses and sentences. Therefore, they have to be careful with the structural aspect of phrases, clauses and sentences that focuses on word order and agreement among words in order to express meaning.

The user's syntactic competence of a language may be seen in a number of grammatical domains. In other words, users are aware of the following characteristics: morpho-syntactic also known as agreement, they know that "subject" and "verb" must agree in number and person. For example, a singular noun is followed by a singular verb; a plural known is assigned to a plural verb; they are also aware that nominal pronouns such as "he" or "she" must have a proper noun such as Greg or Susan as their antecedents.

Speakers are also aware of the grammatical distinctions between subject and verb, the construction of the passive voice which involves word order. All of this syntactic knowledge resides in the minds of native speakers of any given language, which is not conscious. Therefore, native speakers have the ability to use and recognize well-formed sentences on the syntactic and semantic levels, but most of them are not able to explain how these linguistic principles work, leaving linguistics with one important and difficult task which is to find out the knowledge of syntax owned by speakers and to explain such knowledge.

As a result, grammar of a language deals with the description presented along with the description of other aspects of linguistic competence, such as the knowledge of sound system, word formation rules, structure rules, etc.

PRAGMATICS

Microsoft Encarta Dictionary, (2008) states that pragmatics is “the branch of linguistics that studies language use rather than language structure”.

Thus, pragmatics analyses the relationship between utterances and the social context in which they are produced. Therefore, pragmatics associates word or sentence meaning with user’s meaning.

The context in which utterances are produced refers to any linguistic or social environment that might affect the actual interpretation of words and expressions. Some of The forms that typically occur in informal speech such as: “well”, “you see”, “you know”, “anyway”, “of course”, and “I think”. Their exact function is difficult to define since it varies with context. Consequently, they have been referred by some as “fillers” since they give the speaker planning time in speech and by others as “hedges” when they soften the force of a statement or “boosters” when they have an emphatic function.

MORPHOLOGICAL PROCEDURES

It refers to the ways new words are form or created in a given language. The main procedures to make up new words are the following: composition, derivation, and parasynthesis

Composition: It is referred to the process of making up new terms by joining two words that already exist. As a result, thousands of words are formed by compounding smaller words; for example:

Foot + ball = football

Wind + shield = windshield

Black + bird = blackbird

Derivation: it is referred to the process of adding prefixes or suffixes to the root or lexeme of a word to create new meanings; for example:

Drive + er = driver

Work + er = worker

Un + kind = unkind

Parasynthesis: Refers to the formation of new words combining both, composition and derivation. Thus, it deals with the creation of new terms by a combination of smaller words and additional elements. For example, “heavy-handed”, is formed by parasynthesis, combining the adjective “heavy” with “handed”, which in turn is “hand” plus the suffix “ed”.

HISTORICAL LINGUISTICS

It is also known as diachronic linguistics. It is in charge of the study of language change. Thus, it focuses on the description of successive synchronic stages, involving five main concerns

- to describe and to explain the changes particularly in the observed languages;

- to reconstruct the prehistory of languages and to determine their relationships, containing them in families of languages (comparative linguistics);
- to develop general theories on how and reason changes of the language;
- to describe the history of communities of the speech;
- to study the history of words, (etymology)

LANGUAGE CHANGE

One of the fundamental facts about living languages is that they are always changing. Therefore, none of the languages in the world have stayed static; they all have changed throughout time, and vary from place to place. In addition, every language that people use changes constantly. It is absolutely impossible for a living language to avoid changing. Spanish for example has been changing through out its history and is still changing today.

For instance, the Spanish language has taken thousands of new words from other languages that it has been in contact with; such as Latin, Greek, Arabic, Italian, French and the most borrowings come from English among others. Trask (1994), states that “new words are constantly coming into use, and not only new words but new pronunciations and even new grammatical forms. At the same time, old words, old forms and old pronunciations are gradually dropping out of use.”

Languages are constantly changing in vocabulary, in pronunciation, and in grammar. These changes are natural and inevitable.

LANGUAGE VICE

It is referred to erroneous ways of constructing phrases, as well as the incorrect use of vocabulary which might difficult the correct interpretation of a text or an expression.

Some of the major types are:

Barbarisms, Solecism, Cacophony, Hiatus, Amphibology, Redundancy, Vulgarism, Neologism

BARBARISMS

According to Wikipedia, it refers to a non-standard word, expression or pronunciation in a given language, particularly an error of morphology. In addition, the Spanish Royal Academy Dictionary states that *“es una incorrección que consiste en pronunciar o escribir mal las palabras, o en emplear vocablos impropios”*, for example the pronunciation of the word “nuclear” as *nucular* instead of *nuclear*.

Moreover, barbarisms are also attributed to the use of foreign words when it is unnecessary. Therefore, when a word exists in Spanish but an English one is used instead; such words are not totally attached or incorporated to the language. However, they are also presented by the defective construction of the lexis some of the examples are:

Show, ring, stop, web, internet, status,

Some other types of barbarisms are: Anglicisms, Gallicisms, Germanisms, etc.

NEOLOGISMS

The RAE defines neologism as “todo vocablo, acepción o giro nuevo de una lengua”

Similarly, The Ocean One Dictionary defines it as, “palabra que el idioma ha incorporado recientemente, utilizando sus procedimientos propios de formación de palabras”. In addition, Larousse Dictionary, describes neologism as “palabra, expresión o acepción de creación reciente, que aparece o se adopta en una lengua.

According to Wikipedia Neologisms is “a newly coined word that may be in the process of entering common use, but has not yet been accepted into main stream language”

Moreover, a neologism might be either a new word that appears in a language, coming from another one or a new creation.

The creation of neologisms takes place due to fashion or necessities of new denominations. Wikipedia states that, neologisms become popular through mimetic, by way of mass media, the internet, and word of mouth. In addition, it says that, they might also disappear from common use just as readily as they appeared. The last of a neologism as part of a language may depend on many factors, being the most important its acceptance by people.

ANGLICISMS

The term Anglicism is defined by Microsoft dictionary (2008) as an English word or phrase that is used in a foreign language. Similarly, Wikipedia describes an Anglicism, as a word borrowed from English into another language it also describes English syntax, meaning, and structure used in another language within varying degrees of altered forms.

Additionally, this term is defined as linguistic loans from the English language toward another one. Many times they are a product of faulty translations of printed material or spoken English. Some other times they are created by the nonexistence of an appropriate word that translates a term into a specific language

FOREIGN LANGUAGE INTERFERENCE

Richards and Schmidt (2002), affirm that language interference is also known as language transfer; which is “the effect of one language on the learning of another”, they state that the second language process may involve two types of language transfer, positive and negative transfer.

Transfer is a typical characteristic of second language acquisition, but not of the first language acquisition process. This term denoted the act of trying to apply the pronunciation, word order, vocabulary or some expression from the mother tongue to the target language learnt at the moment. When the transfer is successful, that is to say a word from the learner's native language has been used

while using the target language and such a word indeed exists in the target language the learner has benefited from a **positive transfer**. On the other hand, when in a similar attempt the learner tries to use a structure, or word from the native language, but such a word, or structure does not exist in the target language the learner makes use of the **negative transfer**.

The level of transfer within the second language acquisition process may reduce or increase according to the rate of acquisition and the attitude of the learner's toward it, which means that the process is gradual. This process starts with simple words and grammar constructions to gradually proceed with more complex structures. The methods that are most frequently used to teach foreign languages stress that certain factors in the process resemble the process of the first language acquisition. Consequently, errors are often perceived as a natural indication that the process of the second language acquisition occurs. As in the first language acquisition certain errors are predictable and determined by the current level of proficiency.

Studies carried out on this theme show that the earlier the process of second language acquisition begins the better the result will be. Yet, there are some exceptions to this rule, usually people who began learning a second language as young children have better linguistic competence. Most of the people learning a foreign language reach a certain level of fluency, or use some phrases that would not

be used by native users of the target language. As a result, it is said that learners' inter language fossilizes, in other words; it does not improve any more.

Lyn Chuan (2006,) recognizes a new sorting out of transfer by dividing it into conscious or unconscious. Consciously, learners or unskilled translators may sometimes guess when producing speech or text in a second language because they have not learned or have forgotten its proper usage. Unconsciously, they may not realize that the structures and internal rules of the language in questions are different. Such users could also be aware of both the structures and internal rules, yet be insufficiently skilled to put them into practice and therefore often fall back on their first language. The author adds that transfer brings along some broader effects consisting in some sustained or intense contact between native and non-native speakers, the results of language transfer in non-native speakers can extend to and affect the speech production of the native-speaking community. For example in North America, speakers of English whose first language is Spanish or French may have a certain influence native English speakers' use of language when the native speakers are in minority.

Crystal (1987) suggests that code, or language switching are tightly related to transfer, especially when an individual who is bilingual alternates between two languages during his/her speech with another bilingual person, who may be said to be one who is able

to communicate, to varying extents, in a second language. This includes those who make irregular use of a second language, are able to use a second language.

Prucha (1983) and some linguistics disagree with teachers who don't consider Code switching as language interference on the basis that it supplements speech. It is used due to an ability of expression; code switching provides continuity in speech rather than presenting interference in language. Code switching allows a speaker to convey attitude and other emotive attitudes by using a method available to those who are bilingual and again serves to advantage the speaker. There is however a means for viewing code switching as language interference, particularly from a teaching perspective, which analysis how language usage is determined by consideration of extra individual and extra linguistic purposes, or social needs, taking a socio functional approach to the study of language. The author states that the whole linguistic reality is determined by certain purposes, programs or aims reflective of social needs.

NEWSPAPER

According to the Microsoft dictionary (2008), newspapers or written press is used to refer to a printing publication that contains news and comments on current events, this also includes features and advertisements, which usually appears daily (daily newspaper) or weekly (weekly publication or magazine). Therefore, all this

information is printed on large sheets of paper that are folded together.

Additionally, its function is to inform, to persuade, to educate, to form, to entertain, accomplishing such task by publicizing news, chronics, reports, opinions, articles or literacy (editorials), whether, economy, comics (hobbies) arriving in some occasions with diverse types of contests or gifts for their readers.

TABLOID

This name is given to the type of sensationalist press that includes habitual of catastrophes and great number of pictures with detailed information about accidents, crimes, adulteries and political messes.

Moreover, the Microsoft Dictionary defines tabloid as a small newspaper with a simple style, many photographs and some times an emphasis on sensational stories, as well as a piece of writing, especially a news story, in a condensed form.

PREVIOUS STUDIES

Diverse researches have been carried out on the influence and impact that anglicisms have caused in the languages of some countries. Focusing on the Spanish language, the following investigations have been found.

Emilio Lorenzo presented an article on “El anglicismo en la España de hoy”, which was published in 1955.

In the same way, another research was carried out by Magisters Alberto Delgado Álvarez and Gilberto Hernandez Quiroz, standing out their study on the Latin-America press and its social and linguistic impact. This research was based in the relationship between anglicisms Latin-American language. This is an analysis of the anglicisms used within a semantic context that searches to show the level of frequency in which they are used in the Spanish language. The material has been collected from “La Nación” newspaper from Costa Rica during the first week of 2001.

In addition, another investigation was carried out by Gabriele Schwarzhaupt in Chile.

This thesis is the first work related to anglicisms used by Chilean people.

To Schwarzhaupt, English is most influential in the fields of sport, navigation, and wardrobe. She centers her attention in the technique, the industry of the Chileans, especially of the youth: parties, dances, fashions and cinema.

The North American linguistic states that, English language has become the most influential language in the world, especially affecting field such as: economy, technology, industry, medicine.

DESCRIPTION, ANALYSIS AND INTERPRETATION OF RESULTS

The use of anglicisms not only by Spanish, but other languages is a very controversial issue. Purists claim that everybody should work together to maintain our Spanish in a “pure” sense, while others use these terms very frequently without even thinking about where words come from.

Therefore, this research pretends to identify the most frequent anglicisms used in Ecuadorian newspapers, the level of influence of English on the linguistic expressions used in the Ecuadorian newspapers, as well as to determine the written sections in which English terms are mostly used and finally to learn the level of acceptance Ecuadorians have on the use of anglicisms in newspapers throughout a linguistic, comparative and sociological analysis

LINGUISTIC ANALYSIS

The following linguistic analysis is centered on the etymological (origin), semantic (meaning), syntactic (function) and morphological (change) aspects of the thirty most frequently English terminologies used in the studied samples, during the before mentioned dates.

Full

According to its etymology the word “full” comes from Middle English, from Old English; similar to old German *Fol* full. It’s not registered in the Real Academia Española Dictionary yet.

One of its definitions is:

“Containing as much or as many as is possible”

This particular anglicism was found in the following context,

“... Toyota 4x4, **full** equipo...”

In the above phrase, the word functions as adjective.

According to its morphological aspect, it has not been changed when used in Spanish since it keeps its written form.

This anglicism was the most repeated. It was mainly included in the advertisement section. Almost every ad used expressions as: “full equipo”, “full amoblado”, “full eléctrico” “Mazda full”... It might be regarded to the fact that most of us believe that English puts up for better sales than Spanish. In addition, we consider its phonology appealing to customers. In addition, these kinds of words help saving room since they are more precise, consequently, they save us money given that each word in an advertisement has its cost.

Furthermore, “full” is commonly used by a large number of Ecuadorians in sentences like, “estoy a full”, “tengo full cosas que

hacer”; meaning “I am really busy” or “I don’t have enough time”, also “la fiesta esta a full”, which means “there is a lot of people at the party”. These different contexts in which the word is used do have exact translation into Spanish as: “estoy muy ocupado/a”, “tengo muchas que hacer cosas”, or “hay mucha gente en la fiesta”, such expressions would avoid the use of the word “full”.

I consider this anglicism isn’t necessary, since the same meaning can be conveyed in Spanish. Consequently, the use of this anglicism damages our language.

Club

Taking into account its etymology, it comes from Middle English *clubbe*. This word has been registered in the Real Academia Española Dictionary.

It’s definition is,

A society founded by a group of people with similar interests and devoted to activities of different species, mostly recreational, sport or cultural.

Let’s analyzey the sentence in which it was used,
“la escuela de natación del **club** náutico del salado invita a matricularse”

In the context of the sentence given above, this word functios as a noun.

It hasn't suffered any morphological changes when it was incorporated into the Spanish language.

It is frequently used in the sport sections when talking about any given "club deportivo". I believe, this word is necessary to Spanish since it would take a few words in Spanish to describe this single English term. I would say this particular word enriches our language.

Rock

Referring to its etymology, this word comes from Middle English *rokken*. This word has its origin back in the 12th century.

It's already been accepted by the RAE, which defines it as, a form of popular music derived from hillbilly style, characterized by melody and rhythm and exaggerated vocal mannerism.

An example of this anglicism was found in the following context,

"... se dará un concierto de *rock*..."

As we can see in the above sentence, the word under study works as an indirect modifier of the noun.

It hasn't suffered any morphological changes since it keeps the same written form in Spanish.

This word has been used for a long time not only as a noun which is its base meaning, but as an adjective that describes this

particular kind of music. Its frequent use is primarily due to rock music popularity, especially among youth who are in touch not only with its rhyme but lyrics as well. In addition, most of the rock music is written in English.

Chat

From its etymological point of view, this term comes from Middle English *chatten*, short for *chatteren*. This word dates its origin in the 15th century.

This term hasn't yet been accepted by the RAE; therefore; the use of it can be described as a barbarism since it hasn't yet been clearly established when and how to be used.

Its definition in English is

“to take part in an online discussion in a chat room”

An example of this anglicism was found in the following context,

“Chatea 24 horas en vivo”

As we can see this term has suffered a morphological change to be used in our speech, from its original English written “chat” to Spanish “chatea”, or “chatear”, where the root word has been added suffixes according to the Spanish context in which it is used.

At the present, this word has been spread world wide since it describes a talk or dialogue held online, which turns to be a very interesting activity, known by millions of people around the world.

Most of Ecuadorians are familiar with this term too. Nevertheless, such activity can also be described in Spanish like in the expression “charlar or dialogar a través de internet”. Once more, Ecuadorians have made up their minds preferring the use of this word over the Spanish one.

I consider that this anglicism really damages our language since we do not only use the English word as “chat” but we mix it up with Spanish, adding to it the aforementioned suffixes.

Goal

Etymologically this term comes from Middle English *gol*. In English this word is spelled “goal”. It’s defined as “in some games, the point to which the players try to bring the ball, puck, etc., to score”.

An example of this anglicism was found in the following context, “...marcó un *gol* en el torneo de apertura...”

In the sentence above we can see that the word under study has suffered a morphological change from its original written in English “*goal*” to Spanish “*gol*”

This term is a well known anglicism because of the immense popularity of soccer and the art of scoring goals around the world.

I think the use of this anglicism does not damage our language. It has contributed to supply a necessity of communication, since it is an easy word to pronounce in Spanish. Besides, this word has been acknowledged by the RAE.

Web

According to its etymology “web” comes from Middle English, from Old English; akin to Old Norse *vefr* web, Old English *wefan* to weave.

This word is registered in The Real Academia Dictionary. It has many definitions as

- 1: a fabric on a loom or in process of being removed from a loom
- 2: a network of silken thread spun especially by the larvae of various insects (as a tent caterpillar) and usually serving as a nest or shelter
- 3: a tissue or membrane of an animal or plant.

In informatics this word is defined as
data processing network

It was found in the following Spanish context:

“... disponible en la **web** del IEES”

According to its morphology, this word has not suffered any change when used in Spanish.

This is a highly repeated anglicism. Its translation into Spanish is “red”. This word belongs to the so called technical terminology or computer jargon. It is used in informatics. I think a lot of people all

over the world have been in touch with it. This word is well known in the expression “world wide web” or the abriavations “www”, which refers to the Spanish translation “red mundial de comunicaciones”. it is also reffered to “página web” which means “documento de la red”. Therefore, we can use these expressions in Spanish instead of the English ones. This word also damages our language since we do have equivalent in Spanish.

Internet

I found this word is listed in the Ocean One Dictionary (2006). However, according to the RAE, it says “Artículo nuevo”, “Avance de la vigésima tercera edición”

This word refers to

an electronic communications network that connects computer networks and organizational computer facilities around the world.

This anglicism was used in the below mentioned example

Lo hizo vía **Internet** y ganó.

This sentence is an extract from an advertisement; here the word under study funtions as a noun.

Morphologically internet hasn't suffered any change when used in Spanish.

Internet refers to a global network. Its use is producing its own technical terminologies, being English its official tongue. It is spread all over the world. Thereby, everyone who uses internet gets involved

with the word itself and with all the terminology that comes with its usage, which of course is written in English. Studies have shown that more than 70 per cent of users are Anglo-Saxon speakers. Consequently, internet uses English as its official tongue, leaving no room for the Spanish language.

Eventhough, internet falls into the barbarism category since we could use the Spanish expression “en la red”. But even its translation would be English. It is a necessary term to Spanish because it would take a few Spanish words to make up this single English term. In addition its translation would not have the same impact and its meaning could be not precise.

Miss

This term is listed in the DRAE. It comes from Middle English, from Old English *missan*.

Semantically the word means:

Used together with a place name or another word in the winner’s title contest or similar event

Such term was used in the following context:

“... las 16 candidatas a **miss** Ecuador...”

According to its syntax, it functions as an adjective. In English this word can also function as a transitive verb, “to miss”

In relation to its morphology, the term does not have any change when used in Spanish.

Since long ago, its use is very common in beauty contests. The term has been described as a title given to the winner of such contests. Events of this type are many times launched internationally (Miss Universe). This anglicism is used in national and local beauty contests too. This word has its own translation in Spanish “Señorita” Nevertheless, when these kinds of contests take place no one seems to realize they are using an English word.

Chip

This Word has been accepted by the Spanish Royal Academy Dictionary. According to its etymology, it comes from Middle English; akin to Old English *cippian*

The meaning of this word is:

a small wafer of semiconductor material that forms the base for an integrated circuit

This word was used in the following context:

“... las carreras hacia los **chips** para computadoras...”

According to its syntactic aspect, this word functions as a noun in Spanish. In English this term might function as a noun as well as a transitive and an intransitive verb.

According to its morphological aspect, this term has not suffered any changes in its form when it is used in Spanish.

This anglicism is widely used as a technological term; there is not a Spanish word to translate it since, it will take many Spanish words to make up this single term. Therefore, this anglicism is very necessary to Spanish. It enriches our language because it doesn't replace any Spanish term.

Baseball

This word has not been accepted by the DRAE. According to its etymology it is formed by compounding the words "base" and "ball", which both come from Middle English.

According to its semantic aspect this term is defined as:

A game played with a bat and ball by two teams of nine players on a field with four bases marking the course, the batters must take to score runs. Each team fields and bats alternatively, and the goal is to score the most runs.

This word was found in the following context:

"... **beisbol** un nuevo deporte en el cantón"

This term functions as a noun in English and in Spanish

Morphologically, this word has been changed from English “baseball” to Spanish “béisbol” that is to say, when this word is employed in Spanish, its English pronunciation has been used.

This kind of sports is every time more and more popular, and so is the word that represents its name. Usually, when the name of a sport is introduced in a new language, the receiving language takes the name from the country where the sport was originated.

Happy birthday

Relating to its etymology, it is formed by compounding the words “happy”, “birth” and “day”; all of them come from Middle English.

According to the semantic aspect, this term means:

The day in each year that is the anniversary of the day somebody was born.

It was used in the following context:

“Happy birthday! En tu primer año

This word does not have any changes when used in Spanish

Lately, this anglicism is widely used in social pages, especially when family members who live in the USA want to congratulate their relatives living in our country through the newspaper.

These words are used instead of the Spanish ones “feliz cumpleaños”. In this example we can clearly see the likeness for the English language, because Ecuadorians use English terms rather than Spanish ones. I consider that this anglicism is not necessary in Spanish since we can convey the same meaning in our own language. Consequently, it damages the Spanish language.

Peeling

The anglicism “peeling” is not acknowledged by the RAE yet. This word is formed by adding the gerund form “ing” to the root word “peel”.

The word peel comes from Middle English pelen.

The word's definition is

a peeled-off piece or strip

However, this word was used in the following context with a very different meaning as in

... envejecimiento cutáneo, **peeling**...

In this phrase the speaker is making reference to the act of peeling off dead skin from the face.

This anglicism is not needed in Spanish, there are many ways to convey this meaning such as “limpíase facial”. Obviously, the

person that used this anglicism knows that English is more appealing than Spanish. The use of this anglicism blemishes the Spanish language

Pop

This word comes from Middle English poppen. This term has been accepted by the DRAE.

This word has many functions in English such as noun, verb, adverb, adjective. It is also very commonly used in the expression “pop the question” which means “to propose marriage” Some of their word definitions are:

1: to strike or knock sharply

2: to push, put, or thrust suddenly and often deftly

However, in Spanish it is used to refer to a kind of music

This term was used in the following context:

... interpretación vocal **pop** femenina...

In Spanish it works as adjective, when this word is used in Spanish does not have any changes.

The word “pop” is especially very common among adolescents that relate to the kind of music it represents.

Remake

This term has not been accepted by the DRAE, this word is made up made up by adding the prefix “re” to “make” which comes from Middle English; from old English macian.

According to the semantic, aspect thi word is defined as: something that has been made again or differently especially a new version of an old movie.

It was found in the following context

...ha sido seleccionada para este **remake**...

In the aforementioned sentence it funtios as a noun

Morphologically this word has not suffered any change

I consider this angliscism not necessary to Spanish, since we could use the sentence “...ha sido seleccionada para esta nueva version...” avoiding the use of English words,

Sexy

This term has been accepted by the RAE´s dictionary. This word functions as adjective in English.

According to the Merriam Webster dictionary it is defines as:

Sexually suggestive ar stimulating

Generally attractive or intersting

This anglicism has been used in the following phrase

“**Sexy** shop “

Morphologically, this word has not changed its spelling.

This term was mostly used in the advertisement section this. I think what is interesting about this anglicism is its phonology since its pronunciation is not difficult for Spanish speakers and the way the word sound is appealing.

Laptop

This term has not been accepted by the DRAE. It is a compounded word which comes from: “lap” plus “top” equals Laptop

According to the semantic aspect this word refers to, a small portable computer, often battery operated, usually consisting of a case that opens to reveal a screen in the upper part and a keyboard in the lower part.

This word was used in the following context:

Laptop HP \$700

According to the syntactic aspect, this word functions as noun in Spanish and in English

This anglicism has its own translation into Spanish as: “computadora personal”. Nevertheless, most people rather used the

English words. It might be because the word in English is shorter than Spanish. In addition, it takes less time to write it or pronounce it. This anglicism belongs to the technical terminology in informatics.

I think the use of this anglicism damages our language since every time “computadora personal” is less used by Spanish speakers.

Spray

This term has been accepted by the DRAE already. It comes from Middle English, from Old English *spræg, spræ*.

According to the semantic aspect, this word relates to a container for releasing liquid.

It was found in the following context

... tabletas, sprays...

This word functions as noun, transitive and intransitive verb in English, in Spanish it functions as noun.

This word makes reference to a container which releases liquid. In Spanish we could use the term “dispensador de liquid”. I think this anglicism is not necessary in Spanish, since we could use a Spanish translation for it.

Hot

This term has not been accepted by the DRAE yet, It comes from Middle English from Old English *hāt*; akin to Old High German *heiz* hot, Lithuanian *kaisti* to get hot.

According to its semantic aspect this term is defined as:

Having a relative high temperature, capable of giving a sensation of heat or of burning, searing or scalding, having heat in a degree exceeding normal body heat.

The word was used in the following context:

Hot, envia video

It functions as adjective, adverb, transitive verb and noun in English.

In the above phrase the anglicism is used with an advertisement purpose. They want to get customer's attention, so for instance they have used an English word. It is a clear example of the influence English has over Spanish and the acceptance it has by the Ecuadorian community

Marketing

This term has been included in the DRAE. It is formed by adding the suffix "ing" to "market", which comes from Middle English, probably from Continental GMC; akin to Old Saxon *markat* marketplace

According to the semantic aspect, it is defined as: the act or process of selling or purchasing in a market, the process or technique of promoting, selling and distributing a product or service; an aggregate of functions involved in moving goods from producer to consumer.

It was found in the following example:

“...retomar sus estudios de **Marketing**”

This term functions as a noun in English and in Spanish.

Morphologically, this word has not changed its spelling when it is used in Spanish.

This anglicism can be translated into Spanish as “mercadotecnia” or “mercadeo”. This anglicism is allowed to be used in Spanish since it is acknowledged by the DRAE. I think that as Spanish speakers we should use such translations when referring to this term

Show

This anglicism has been accepted by the DRAE. It comes from Middle English *shewen*, *showen*, from Old English *scēawian* to look, look at, see; akin to Old High German *scouwōn* to look, look.

According to the semantic aspect this word is defined as:

To cause or permit to be seen, to offer for sale, to present as a public spectacle

The term functions as verb and noun in English

It was found in the following example

“Los **shows** se realizarán hasta las 18h”,

This word functions as noun in Spanish. In English, it works as noun, transitive and intransitive verb.

Morphologically, this word has not been changed its written form when it is used in Spanish.

I consider that show is an unnecessary anglicism since its equivalent in Spanish is “espectáculo”, “función”, “gala”, “número” or “exhibición”. These translations can be used according to the context in which the word is used. For instance the above mentioned example can be expressed in Spanish as “Los **espectáculos** se realizarán hasta las 18”. This way we avoid the use of this anglicism at the same time we preserve our Spanish.

DVD

Etymologically this term is not accepted by the DRAE. It comes from digital video disc.

According to the semantic aspect this term is defined as:

a high-capacity disk using optical disk format; also an optical disk using such a format and containing especially a video recording (as a movie) or computer data.

The term works as noun in English and in Spanish. It was employed in the following context:

...asientos de cuero, radio pantalla plasma táctil **DVD**...

Morphologically this word has not suffered any changes.

This anglicism is also unnecessary to Spanish; since it is translated as “disco de video digital”. Nevertheless, most of us rather use “DVD”

Record

This term has been accepted by the DRAE. It comes from Middle English, literally, to recall, from Anglo-French *recorder*.

According to the semantic aspect this term is defined as:

to set down in writing; to deposit an authentic official copy.

According to the syntactic aspect, it works as noun, adjective, transitive and intransitive verb, in English. In Spanish it functions as noun.

It was used in the next context

“**Récord** policial”

According to the Morphological aspect it has been changed from Record to Récord since the Spanish language uses stress marks.

Fan

This word has been accepted by the DRAE, It comes from Middle English, from Old English fann.

According to the semantic aspect this term means:

an instrument for winnowing grain; an instrument for producing a current of air.

It was employed in the following context:

“...conmocionaron a sus **fans**... in Spanish it works as transitive verb.

Morphologically, it has not gone through any changes.

This anclicism in Spanish is used to refer to “admiradora”. This is an innecessary anglicism since its meaning can be expressed in Spanish.

Night Club

This term has been accepted by the DRAE. It comes from night plus club equals night club. The word night comes from Middle English, from Old English *niht*; akin to Old High German *naht* night. The word club comes from Middle English *clubbe*.

According to its semantic aspect the term is defined in English as:

a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show.

This term functions as noun and intransitive verb in English and in Spanish it works as noun

It was employed in the following context:

...propietaria del night club...

Morphologically, this term has not been changed

COMPARATIVE ANALYSIS

This comparative analysis will make a comparison among the studied subvariables (news, reports, ads, social pages, and sports) from each of the samples used, in order to determine the written sections in which anglicisms were mostly used. In addition, it will compare the variables: national newspaper (El Universo), local newspaper (El Herald) and tabloid (El Extra), to uncover which of the studied newspapers used the most anglicisms.

After comparing the results, regarding the advertisement section, I found out that El Universo newspaper used the largest amount of anglicisms. It employed a 72% of anglicisms. The word “full” was the most frequent one used in this newspaper. Secondly, tabloid El Extra used a 65% of anglicisms in this section. The term “sexy” was the most commonly used English word. Finally the weekly publication El Herald used a 15% of loans, being “full” the most repeated anglicism.

As we can notice both, “El Universo” newspaper and “El Herald” weekly had the word “full” as the most frequent Anglicism concerning advertisements which, was the section that used the most English terminologies. This anglicism was mainly used in automobile advertisement. This result might be easily attributed to the likeness and acceptance of the English Language by our society since the same message can be expressed in Spanish using the expression

“Completamente equipado” to refer to such car characteristic instead of “full equipo” as it was used in the newspapers aforementioned.

This situation might also be attributed to “room saving” given that words in English are shorter and more precise than Spanish. I can also mention that this word could have been used with marketing purposes, since English is believed to have more prestige and style.

Concerning the subvariable reports, El Heraldito employed a 29% of anglicisms in this section; it was the sample with the highest usage. The word “internet” was the most frequent one. It was followed by El Universo which used a 16% of English terminologies; the most common one was “rock”. And finally, El Extra used a 7% of these terms, being “show” the most used word.

It comes to no surprise that the word “internet” was among the most frequent anglicisms. Given that, these days almost every person in the world is familiar with this tool. People rely on this important and useful tool as a source of information or any other activity that such device has facilitated us.

Comparing the sports section, the local newspaper El Heraldito used the majority of anglicisms with a 25%. The word “futbol” was mainly used in this section. Secondly, El Extra used a 22% of loans. It also used “futbol” as the most frequent. Lastly, El Universo newspaper used 1%. The word “club” was mostly employed.

Ecuadorians are huge fans of sports, particularly futbol, which is such a beloved one. In consequence, the word “futbol”, is and has always been a well known anglicism. Many Ecuadorians perhaps do not even know the fact that this word comes from English and that it is used for a different type of sport. This anglicism was used in every newspaper to refer to this beloved game and no one seems to care about where its name comes from. We all think that this is an Spanish word since its written form is Spanish.

Ongoing this comparative analysis, I could realize that in the social pages subvariable, El Heraldo used the majority of anglicisms (20%). The word “miss” was the most frequent. Secondly, El extra used 5% of anglicisms, being the term “show” the most used word. And last of all, el Heraldo had 1%. It used the word “club” as the most repeated.

The word “miss” is also a well known anglicism. It was mainly used in the social pages section of El Heraldo newspaper.

Finally, I will relate to the news section, where El Heraldo employed an 11% of English loans. The word “E-mail” was the most used one. Followed by El Universo with a 2% of anglicisms usage, it also used E-mail” as the most repeated English term. Finally, tabloid El Extra used a 15%, being the word “night club” the most common used.

Summarizing, El Universo daily newspaper used the majority of anglicisms. The word “full” was the most repeated one. Finally, the

section in which anglicisms were mostly used was ads. In contrast, the news section used the least amount of anglicisms. It is worth mentioning that every single section studied included anglicisms in its writings which demonstrated that these words are greatly accepted by Ecuadorians since newspapers use the language that is spoken by the community they belong to.

SOCIOLOGICAL ANALYSIS

From a sociological standpoint, after thorough research and data collecting, the results clearly show that Ecuadorian newspapers use a great deal of anglicisms. This comes to no surprise taking into consideration that throughout our country's history, there have been several factors that have brought us to this point.

Ecuador has always paid close attention to English culture in a monkey-see-monkey-do fashion ever since the Spanish colonization. Simon Bolivar further strengthened this fact after falling into debt with England in order to subsidize the country's expenses during its struggle for independence; at that time he was obligated to employ British soldiers to aid him in his fight. It is for this particular reason that our history includes historical names of British origin.

Most of these soldiers had settled in Ecuador influencing native inhabitants. Then later, Eloy Afaro's presidency had employed a North American company for the construction of Ecuador's railroad system. American businessmen, technicians, etc., had settled in different parts of the country to direct the construction and employ local laborers, who in turn were influenced by the Americans both technologically and culturally. New tools and techniques were taught to Ecuadorians and they were soon inclined to learn the English language in order to communicate with the Americans and follow orders; thus, the use of anglicisms came up.

In addition, trade relations between Ecuador and England were to grow around the 1830's. They reached a high point with the exportation of cocoa. Subsequently, the exportation of banana to the U.S. since 1960, and then crude oil since 1970 to the present have all favored the use of borrowings from the English language.

Another social phenomenon has been the Ecuadorian immigration to English-speaking countries, mostly to the U.S., in pursuit of a better future for their families. Since the 1970's to the present, more and more Ecuadorians had made the decision to leave their home country to contribute to the development of this first-world country, a high percentage of them being from the province of Cañar. They live in the U.S. both legally and illegally. All of this has directly obligated the vast majority of immigrants to learn the language by any means possible. Communication between immigrants and their families in Ecuador via telephone, and lately the internet, had strongly contributed to the use of anglicisms.

Dialects in Spanish mixed with certain words or phrases in English had begun to influence Ecuadorians in their daily use of the language. Paid-for spaces in newspapers reserved for congratulations from immigrants to their families in Ecuador, e.g., birthdays, graduations, anniversaries, religious events, etc., appeared every week and were filled with anglicisms. Immigrants visiting their home country also influence family members and friends with their newly

acquired language and thus the development of anglicisms continues to grow.

Furthermore, the path was paved for the use of anglicisms in Ecuador, during the last two decades of the twentieth century the country underwent an “English-language invasion”, through science, technology, cinema, cable television and music. Finally, the globalization and the use of internet has launch English as an international language being assimilated by Ecuadorians as well.

All of these factors lead to the conclusion that Ecuador should adopt English as a mandatory subject to be taught in all secondary schools throughout the country, which in turn lead to universities of the country to include English as an obligatory credit in order to obtain a higher education diploma.

Upon discussing the topic with a linguist and four regular readers of the local and national newspapers, we faced the following proposals:

- The acceptance or rejection in reference to the use of anglicisms.
- The impact of anglicisms used in our society in relation to our cultural identity.
- Their impact on our language; whether anglicisms have enriched or blemished it, and whether or not anglicisms influence the comprehension of the texts in which they are used.

First of all, I will consider the acceptance or rejection on the use of anglicisms in our newspapers. I asked to the selected interviewees, about their point of view on the use of anglicisms in our local and national newspapers. They all disagreed; they said that journalists should be more careful when incorporating anglicisms in their writings, since newspapers are read by millions of people, besides not everyone is familiar with certain English words, which tends to distort a proper comprehension of the text. They added that Spanish is a very rich language in its own lexicon. It should be respected, by journalists using Spanish words whenever it is possible, this way they would contribute to a proper use of the Spanish language.

On the other hand, they expressed that English words are acceptable when there is not a word in Spanish that can translate such term. Especially in technology, where it is very difficult to find a translation for some English terms e.g. chip, software, Bluetooth, blog, ... These terms should be used since, if we were to translate them, it will take a lot of Spanish words and in addition they will lose their exact meaning.

I totally agreed with their point of view. I also think journalists should make an effort to enrich our Spanish. They should not damage it by using mixed up expressions such as “los jugadores trabajan a **full**”, “**call center** necesita personal toda edad”, “**chat** 24 horas”, “material para su nuevo **reality**”, ... The meaning that they want to express in the above examples can be conveyed in Spanish.

In contrast, new and advanced technologies create a series of non-translatable terms to be used by societies that acquire them. Therefore, there are examples where English is acceptable like: “la carrera hacia los **chips** de ordenador”, El **club** deportivo”, “**Bluetooth**”, “reparamos **software**” These terms have not an easy translation into Spanish. I think it is necessary to analyze when words in Spanish are being degraded given that anglicisms are rather used.

Taking into account, the next proposal related to whether we lose our cultural identity because of the use of anglicisms, two of my addressees considered that we do not lose it, because our cultural identity is much more than just our tongue. Our cultural Identity is the product of our customs, traditions and values which cannot be altered by simply using foreign words.

In contrast, the other three claimed that we do lose our cultural identity because when we use anglicisms we put apart our mother tongue. It makes us forget our own language. It's an insult to our culture; given that, we let other people influence us, not only with their language but their customs and traditions as well.

Cultural identity is the identity of a group or culture or of an individual as far as one is influenced by one's belonging to a group or culture. It is a series of values, traditions, symbols, beliefs and manner of behavior that functions as a joining element inside a social

group as well as a substratum for individuals to feel a part of. Consequently, cultural identity is made up of characteristics that allow a group of individuals to distinguish themselves from others.

I think that we have lost our cultural identity to a certain degree. We have been so influenced by the North- American culture not only with respect to our language, but other aspects of our daily leaving such as: clothing style; food; entertainment, etc

People in Ecuador no longer “tienen mucho trabajo”, they “tienen **full** trabajo”; they no longer “entran o salen del sistema” they “**logean in**” or **logean out**” they do not have a “charla a traves de internet” they “**chatean** en internet”. In addition, most Ecuadorians no longer dress national clothing; they rather wear “American eagle”, “Old Navy”, “Aeropostale”... what's more, most of us no longer eat homemade food; we have swiched to “hamburgers”, “hot dogs”, “fried chicken”, “milk shakes”. Furthermore, now Ecuadorians no “compran” they “go shopping” and so on.

As it is clear noticed we are greatly influenced by the USA. Besides we have this particular likeness for this culture. We tend to copy their way of life.

My next question was related to the enrichment or damagement of our language due to the use of anglicisms. There were also two different criteria, the first one given by three of my addressees who said that anglicisms have blemished our language because we often

use them as barbarisms when we do have phrases or words in Spanish that could be used instead of certain anglicisms; in contrast, the other addressees said that our vocabulary has been enriched by the use of anglicisms since we increase our vocabulary.

If we were to look at the facts, my criterion could be centered on the following aspect: History has taught us that no single language has been kept “pure”. New words are being incorporated at the same time that others are put out of use. Spanish has always evolved according to the need of its speakers to identify certain objects or concepts where its lexicon is not enough. I think that, Ecuadorians as speakers of Spanish should be more careful when using the language. It was clear noticed above that many times we blemished our language when we use English terms that aren't really necessary. According to professor Francisco Javier Díez even the damagement of the Spanish language in areas as informatics, could be avoided if every one works together towards the preservation of the language, since it is an essential part of our cultural identity, He thinks that we all should cooperate in favor of an “evolucion armoniosa del idioma”.

I also agree that we need to make ourselves conscious of the way we are blemishing our language since we mix up terminology that don't go according to Spanish as it was mentioned before. I

also think that we should help the language to evolve according to the really necessities of its speakers.

Finally, let's take into consideration whether anglicisms influence on the comprehension of the texts in which they are used. The answers were diverse some of them stated that Anglicism do influence the comprehension of a text due to some of them are not known by many people. While the others think that they do not influence since nowadays almost every one is familiar with these terms.

Without a doubt, reading is a basic instrument in acquiring knowledge when put into practice regularly. No academic assignment can be carried out without the aid of consulting through texts because it is an essential part of research as well as in teaching.

Taking into consideration the fact that the reader is an active receptor of information, Angelina Romeo Escobar concept of comprehension was taken as a reference, "comprehending means understanding, penetrating, conceiving, discerning, deciphering. Like an intellectual process, comprehension captures definitions that others have transmitted through sound, image, color and movement".

If we understand that comprehending texts is a process by which the information transmitted by the author to the mind of the reader is reconstructed, and that the reader must subject himself to

his own learning process, then he must reconstruct the meaning of the text in his head.

Understanding a text depends on a series of different knowledge that a person may possess in relation to what the text offers. In that sense, comprehension of a text is a continuous confrontation between: its entire contents – “what the text says”- and all that the reader is familiar with –“what the reader knows”.

If we refer to “what the text says” as textual knowledge and “what a person knows” as knowledge baggage, we can come to the conclusion that understanding a text is the result of a challenge between textual knowledge on one hand, and knowledge baggage on the other. This type of knowledge that the reader shares in a generalized way with his social and cultural environment is what in semiotics is called encyclopedia. A series of knowledge and belief of the world at an established time and in an established place of the encyclopedia of a group or individual, that can be partially defined as discursive competence as well as inter-textual competence.

Thus, anglicisms influence comprehension of texts in a different way, depending on who the text is read by, which is to say that if the reader, is familiar with anglicisms as well as with social, cultural, political and technological changes around him, he will have no problem in the comprehension of the texts . In the other hand, if the reader is not familiar with these words then he will have problems

understanding the texts to the extent that he will end up rejecting the use of English terminologies.

Summarizing, it is truth that no community can be isolated on its own. We need to stay in touch with other cultures in order to survive. It is also truth that English has become the most influential language throughout the world. It is infiltrated in almost all aspects of our daily living. Consequently, nowadays it is very important to learn this language because it opens so many doors to better opportunities. But as Ecuadorians we need to realize up to what degree we are being influenced by this culture. It is also important to realize that if we need or want to learn English as a second language we can do it so, without damaging our Spanish.

CONCLUSIONS

English has permanently been present in many cultures and communities. Therefore it has affected their languages, being the Ecuadorian community no exception.

There are different criteria about the use of loanwords from English: Some people think that if today one does not manage English terminologies, it might interfere with the information between the transmitter and the receiver. Yet, others think that English words are easier to understand and they are more precise. That is to say, it takes a lot more Spanish words to make up a single English term.

Furthermore, there are some others that consider the use of anglicisms snobbish which means, the use of these words gives people a higher social status or prestige.

In contrast, purists manifest that languages should be maintained in a “pure sense” and everyone should cooperate in such effort.

After careful research and analysis on the use of anglicisms in our newspapers I have come to the following conclusions:

- Ecuadorian newspapers are a solid evidence of the language transformation. They reflect the vocabulary used in everyday life in the Ecuadorian community.

- The use of anglicisms is not new. Since its beginning, Spanish has used borrowings from English. But lately, we have come to damage our language replacing Spanish term by English ones or in other cases we mix them up.
- The most frequent anglicism used in the studied newspapers was the word “full”. It was mostly found in the advertisement section because of marketing purposes as “room saving”.
- Even though, an English word has an equivalent in Spanish every one seems to rather use anglicisms since they are more precise or simply because it will take more Spanish words to make up a single English term.
- Some people reject the use of anglicisms manifesting that we should maintain a pure language, but, it is virtually impossible due that languages change and evolve through time and Spanish itself is a mixture of different languages.
- The section in which anglicisms were mostly used was advertisement. This was because English words seem to be more appealing to customers.

- the most frequent anglicisms used in the studied newspaper were: full, club, futboll, internet, E -mail, web, lap top
- There are certain anglicisms that are needed in Spanish because, if these terms are translated they will not have the same impact or their meaning could be changed.
 - Ecuadorians do greatly accept English words, since a great number of them are used in their newspapers.
 - Most anglicisms like the words; “chatear”, “E-mail” “happy birthday”, “peeling”, are not acknowledged by the RAE yet. Nevertheless, they were found among the most frequent anglicisms.

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Annexes

Entrevista para conocer opiniones acerca del uso de los anglicismos en nuestra lengua

En calidad de alumno cañareño que curso mis estudios en la Universidad Técnica Particular de Loja, llego a usted para solicitarle muy comedidamente su valiosa colaboración y aporte. No es necesario que en esta entrevista ponga su nombre ni el del establecimiento en el que trabaja, lo importante es su opinión y colaboración que me pueda brindar a través de su buena voluntad y cooperación

En esta virtud, se le agradecerá mucho si se digna contestar las siguientes preguntas:

1. ¿Está usted de acuerdo con el uso de anglicismos (términos del inglés) en las redacciones de las diferentes secciones de los periódicos nacionales o locales?

Sí

No

¿Por qué?

2. ¿Cree usted que perdemos nuestra identidad cultural al utilizar los anglicismos en nuestra lengua?

Sí

No

¿Por qué?

3. ¿Cree usted que al hacer uso de los anglicismos nuestro lenguaje se enriquece; o se deteriora?

Se enriquece

Se deteriora

¿Por qué?

4. ¿Cree usted que el uso de los anglicismos influye en la comprensión del texto?

Sí

No

¿Por qué?
