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

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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.

Loja, March 2011

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Dedication

First of all, I dedicate this thesis to my parents Alexandra and Napoleón because they were with me all the time . They have always given me many reasons to continue with my studies and they made of me a better person with their advice. Second, I want to dedicate this thesis to my son. He is the most important person of my life; when he was born I promised me to go on and get a profession. I wanted my son feels proud of his mother and he can see this example like a good life lesson in the future. However, I could not forgive my friends, my sisters, and my brother; because, they helped me and contributed in a way to do my thesis. They gave me energy, persistency, and tolerancy. Finally, I offer my thesis to my students, they encourage me to surmount. Besides, they are my best motivation and I want to teach them everything that I know.

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Contents

Preliminary pages

Certification.....	ii
Contrato de Cesión de Derechos.....	iii
Authorship.....	iv
Dedication.....	v
Acknowledgements.....	vi
Abstract.....	1
Introduction.....	2
Methodology.....	5

DISCUSSION

Literature Review.....	6
Results.....	33
Description Analysis and interpretation of results.....	66
Conclusions.....	90
References.....	92
Annexes.....	95

Abstract

The theme of our research is “a descriptive analysis of anglicisms in ecuadorian magazines”. This investigation shows how anglicisms have been introduced in our language and it can also describe the importance of them, their internal relationships, and their function in a context.

This research was carried out in Ecuador, it was used six Ecuadorian magazines, two cultural magazines, two scholarly magazines, and two general interest magazines. It was established which is the most used Anglicism among three variables, which has the highest number repetition, and which variable shows the highest number of Anglicisms.

It was used qualitative and quantitative methods, it was put each Anglicism found in a table (qualitative method) with the name and page of the article in which was found , the context , and the repetition number; after that, it was classified the Anglicisms from bigger to smaller (quantitative method), and they were put in another table by variable.

The cultural magazine variable contains the smallest number of anglicisms; on the other hand, the scholarly magazine contains the highest. The number of anglicisms in general interest magazines is bigger than cultural magazine, but smaller than general interest magazine.

Introduction

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

Since English is the most common language around the world, it has facilitated communication among communities, and therefore, the immersion of this language has taken place in Spanish. Anglicisms are used in common languages as well as specialized areas like economics, medicine, technology, journalism and sport among others. Journalists use more anglicisms. That is why we are doing this research in Ecuadorian magazines because people express their feelings, ideas, and thinking through writing.

The purpose of this study is to carry out a descriptive and linguistic analysis of English in Ecuadorian magazines where we will focus on lexical terms regarded as Anglicisms in the form they are used in magazines.

The general objective of this study is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. The specific objectives are to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines, to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects, to establish which variable (cultural, scholarly, and general interest

magazines) contains the highest number of anglicisms, and to determine which anglicisms are mostly used.

The methods that will be used in this study are qualitative and quantitative, through them, the collected data will be analyzed, described, and compared. Also, many resources will be used such as: Diccionario de la Real Academia de la Lengua Española (DRAE) and Larousse dictionary for anglicisms accepted by RAE ; Merriam Webster, Thesaurus and Collins dictionary for anglicisms not accepted by RAE.

Six Ecuadorian magazines were the sample: two cultural, two scholarly, and two general interest magazine;

The beneficiaries of this study will be the Universidad Técnica Particular de Loja whose interest in carrying out linguistic investigation is being possible through the different graduation programs, and its distance students who require a research study in order to complete their program and obtain their Bachelor degree as teachers of English as a foreign language.

This study permits us to understand the influence of English in our language, and we can also describe and explain the use of English words focusing on their functions, meaning and morphological structures. It will be a good topic for future investigations .

There were some obstacles during my research; for example, not any information in my city's libraries, confused information on

internet about previous studies of anglicisms . However, I reached all the objectives that were proposed in the research project.

I suggest that this study will be made in more Ecuadorian magazines because we can find more anglicisms with a highest number of repetitions.

Methodology

This research was carried out in Ecuador in six Ecuadorian magazines. Firstly, the bibliographical research was carried out considering relevant themes for our study. I went to Quito and visited many libraries in different Universities to get the scientific information that I needed to do literature review. The bibliographic method was used for gathering the scientific material and the used technique was reading. This bibliographical research was also carried out on internet especially, the themes that I did not find on texts.

Secondly, the field investigation was carried out in six Ecuadorian magazines: two cultural (La Casa and Anaconda), two scholarly (América Economía and Gestión), and two general interest magazines (Vistazo and Conexión). Each Anglicism found was set in a qualitative and quantitative tabulation. The found anglicisms were verified on internet using DRAE, Larousse, Merriam Webster, Thesaurus and others online dictionaries.

Thirdly, the linguistic and comparative analysis was carried out. The Linguistic Analysis focuses on the syntactic, semantic, and morphologic changes of the most common thirty anglicisms found in this investigation. Also, it mentions if it is accepted by RAE and its equivalence in Spanish. On the other hand, the Comparative Analysis shows which are the most common anglicisms in all variables, and which variable contains the highest number of anglicisms.

DISCUSSION

Literature Review

The anglicisms is the use of a Word from English in our language. The speaker does not notice that he/she is using an anglicisms. That's why the United States is a power for the rest of the world.

Many businessmen communicate each other through English. It is the language that everybody needs to communicate. It is also the language of the most developed countries.

Many people are learning English around the world because it is the most spoken language, but they are not glad with the teaching in their classrooms, for this reason, they travel each year on vacation to the countries which speak English.

The anglicisms in our country is increasing , it is due to telecommunication . Many journalists use a lot of anglicisms . they want to get the attention of their readers, but they attempt again our culture and our Spanish language.

Pratt (1987) says “ You only need to walk around any Spanish city or read the advertisements of some magazines or newspapers, you can see publishers taking advantage of many resources for giving their message.”

There are many towns and cities in Ecuador that use anglicisms to name their stores , and restaurants offer their food with English names for example : Pizza Hut, Domino's Pizza , Mc

Donald, fridays, etc. It is amazing to see the menu in English . Words like fast food instead of comida rápida , sandwiches instead of emparedados , and hamburgers instead of hamburguesas are familiar. Many people prefer the English names because they are in fashion . adolescents use more anglicisms because of regional and foreing communication influence. Women use words like shorts, man, jeans, happy , and shopping .

Anglicisms are used in technological and scientific pages. Journalists use because they think if they translate them, they will lose accuracy. There are many calcos in informatics, we can translate these words but it is more confortable to use anglicisms. Economy is another section , there are many word that are well known like cash, trust, stock and so on.

There are a lot of English words in pages of entertainments , such as thriller, primetime, celebrity, reality, show, hobby. In general , every section has anglicisms. It shows the influence of English Culture. But , we must avoid unnecessary anglicisms because they could replace our Spanish expressions.

In short, anglicisms is all borrowing of English origin. In Spanish the incorporation of anglicisms start in the eighteen century. It was introduced in politics, sport, and new technological sciences.

The purpose of this study is to explain and understand the meaning of : linguistics, morphology, semantics, pragmatics, phonology, syntax, and parts of speech .

The goal of this study is to know about contact language, language vice, barbarisms, anglicisms , magazines, borrowings and loans. These topics have relation with anglicisms however, we must know each topic deeply to understand why anglicisms have been introduced in our language.

Linguistics is the scientific study of human language with respect to its nature, structure, and use. Linguistics is the science of language, its study has the finality of describing and explaining the human language , its internal relationships , its functions , and its role in the society.

Yáñez (2007) details that “Grammar can not explain what happen among idioms or it can explain in a bit convincing form”. The language is a general system, on the other hand; phonetic, morphology, syntax, and semantic are subsystems of language. These sub-systems can explain the aspects that before stay misunderstanding , and in the practice they had to be accepted. How can you teach orthography without phonology? Many teachers do it , that’s why there are a lot of people with bad orthography ; teaching children and teenagers grammatical theories that include expressions which aren’t well explained has

given how result a little interest for the study of the language and an impoverish of oral and writing expression.

The linguistics has a history. It has an origin and a development that is important to know. It helps us to understand the contributions and the scientific thoughts in different times. Although, the linguistics science is recently ; its basis were born thousand years ago. The study of language and communication have been a worry of the man in every time. Sócrates (430 a. c.) defines “the language how the expression of thought with the name of the subject and verb or complement . It reflects the ideas in a draught that passes through the mouth like it was a mirror”. Platón (427 a. c.) distinguishes “ the existent dialects in the greek language, the sequency of sounds to form words, phrases and sentences, the accent problem and the different kind of sounds, the native words of greek and the borrowings of other languages”.

Another Greek philosopher , Aristóteles (435 a. c.) says “ he accepts the most ideas of his teacher Platón, although he maintained a general theory about man knows and how he expresses his knowledge through the language”.

Yánez (2007) shows the linguistics studies procedures to analyse one language or more languages, it knows its function , how it organize itself , how you adquire a language, and what is its function in the society. The Linguistics supplies elements

to recognize the role of language in the society and it finds solutions to the problems of their uses, teaching and development . It gives knowledge to teach a language in a efficient form and it realizes studies about its origin, distribution, places where it is spoken , and the relation among different languages and their similarities.

This science relates with many sciences: with the philosophy when it studies the meaning, with the anthropology when it studies culture, with psychology when it studies languages in relation to the society; with the sociology when it studies the relation with the person. When you know a language, you can speak and be understood by others who know that language. This means you are able to produce sounds which signify certain meanings and to understand or interpret the sounds produced by others.

Rodman (1978) express “ Imagine trying to learn a foreign language by buying a dictionary and memorizing words. No matter how many words you learned, you would not be able to form the simplest phrases or sentences in the language or understand what was said by a native speaker”. No one speaks in isolated words. Your knowledge of a language enables you to combine words to form phrases, and phrases to form sentences. Unfortunately, you can not buy a dictionary with all the sentences in any language. This is because knowing a language

means being able to produce new sentences never spoken before and to understand sentences never heard before.

At the beginning , the man did not know the writing and his way of communication was the oral language. In some cases he painted shapes of animals in the caves where he lived, and these pictures served to communicate with people from other dimensions. Therefore, these pictures are considered like the beginning of writing because they express thoughts and transmit messages. There were more than 1.000 languages fifty thousands years ago. At present , there are 2.700 o 2.800 languages spoken by 5.000 millions of humans. Many of them are around the world (Spanish, English , and French) . These three languages were spoken by towns that conquered América, Asia and Africa.

Many years later, other languages disappear because the towns that spoken them disappear , too or they were conquered for others that imposed their language. Some ancient Ecuadorian towns like puruhâes, pantzaléos, paltas, canaries, imbayas, quitu-caras and other lost their original language and they started to speak quechua.

Some languages were used how mother tongue, thus, some languages were spoken like second languages because there were many towns were in permanent contact with other through travels, business or other commercial activities . There were also

languages of international use, they are learned like foreign languages or second languages. An special case is the French, it was used how the language of the diplomacy in the last decades; English is used for communicating around the world with diplomatic, commercial and scientific purposes, Quichua was used like business language in the interandina region. In conclusion, linguistics is a science that studies the most important way of communication, and it gives elements to recognize the role of language in the society.

The branches of linguistics are Morphology, Semantics, pragmatics, phonology, and syntax. I am going to write a brief concept of each them.

Morphology is the study of internal structure of words, and include the study of base forms affixes, compounding, derivation, etc. Merriam(2003) says "Morphology is the study and description of word formation (as inflection, derivation and compounding) in language, the system of word forming elements and processes in a language". According to MCguigan(2003) "Morphology is a field of linguistics focused on the study of the forms and formation of words in a language." Morphology is the branch of grammar which is concerned with the forms of words (including word-formation and inflection).

According to Oxford (2001) "*Semantics* is the branch of linguistics concerned with meaning. The meaning of a sentence,

word, etc, or the interpretation of it". Semantics is also the historical and psychological study and the classification of changes in the signification of words, forms viewed as factors in linguistic development. The problems arising from the study and analysis of meaning have been recognized and have received attention during the whole of man's intellectual history. Semantics can be recognized as a level of linguistic description and as a component of linguistics, but it is a much less tidily circumscribed field of study than are phonetics, phonology, and grammar. Semantics tries to explicate the ways in which words, and sentences of various grammatical constructions, are used and understood by native or fluent speakers of a language. Sentences consist of words, but of words in specific grammatical relations within constructions, and words are used in speech and in writing as components of sentences.

Lewandowsk (2000) argues "Sentences have meaning , are meaningful; and a child learns the meaning of many words by hearing them in other people and practicing such utterances himself subject to the correction of others and the test of being understood by those to whom he is talking". The meaning of a word , therefore, may be considered as the way it is used and understood as a part of different sentences; it is often said that the meaning of a word is the idea it conveys or arouses in the mind of speaker or hearer. Idea is often taken as equivalent to

mental picture or image , for which drawings are sometimes made in books dealing with linguistics meaning. Mental pictures are no doubt perfectly genuine components of our private experience, but as such they seem of little relevance to linguistics. Firstly, it would appear that they are not aroused by anything like all the words in a language, even of those for which a referential meaning is fairly easily stable in isolation; secondly, even in the most favorable cases, the idea as a mental picture does not help explain one's ability to use a word correctly and understand it.

It is better to regard knowledge of the meaning or meanings of a word as part of a speaker's competence , an ability to use the word in ways other people will understand and to understand it when uttered by other people; other words with more abstract meanings involve a much more far-reaching organization of the world of immediate experience. If it is accepted that statements of word meanings in descriptive linguistics are simply summaries of the ways words are used in sentences by speakers at a particular time, it is clear that historically antecedent meanings are outside the scope of such statements. Without specialized study speakers are ignorant of the history of their language; yet they use it to communicate with each other and they understand each other. Dictionaries often deal with this sort of information if it is available , but in

so doing they are passing beyond the bounds of synchronic statement to separate linguistic real of historical explanation.

According to Leech (1983) “The semantic component carried by phonological and grammatical structures. Different intonations may signal excitement , irritation, anger, friendliness, social distance, and many other feelings and personal relations, as well as the more formalized differences between statement and question” ; but this part is studied by phonology.

Phonology is a science , branch of linguistics, which studies the speech sounds in general according to their production, composition, distribution and function within the language. The most universal experience all of us have of language is speaking it and hearing it. We know that most writing systems do not conform exactly to the sounds people make in speaking , so it is easy to appreciate the need for some accurate method of describing and transcribing the language sounds. Phonology is the science which studies the speech sounds in general, based on four points of view (according to their production, composition, distribution, and function). For this purpose Phonology requires the help of two branches : Phonetics and phonemics.

Espinoza (2005, p17) says “Phonetics is a descriptive science which studies the speech sounds from the physiological and physical viewpoint, that is to say, the acoustics of the language”. Phonetics is subdivided in three branches: Acoustic phonetics,

Auditory phonetics and Articulatory phonetics. Acoustic phonetics studies the speech sounds as a physical event in the atmosphere or some other medium. It describes the physical properties of the sound stream that issues forth from the mouth of the speaker. Auditory phonetics studies the perception of speech sounds by the hearer. The manner of ability of hearing the speech sounds will determine a good or poor discrimination of them, and this fact is very important for a correct reproduction of speech sounds when learning a new language. On the other hand, Articulatory phonetics studies the production of speech sounds in the vocal tract. Articulatory phonetics focuses its attention on the way speech sounds are produced and articulated by the speech organs or articulatory apparatus. This is the branch of most interest to language teachers because it helps to learn how vowels and consonants are produced and articulated when speaking a language. If we know that, we will improve our pronunciation and obviously our communication ability. Summarizing we can say that Phonetics has to do with the production articulation composition of sounds. In contrast, Phonemics is the study of organization of speech sounds into phonemes. Phonemics is a science which studies the speech sounds from the viewpoint of their distribution and function within the language.

Espinoza (2005, p. 18) suggests “ a Phoneme is one of the functional units of sound which contrast in the same environment with all others enabling the speakers to distinguish one utterance from another” . So, a phoneme is a combination of significant sound features in a language of such a nature that it contrasts with other such combinations so as to cause differences in meaning between utterances in that language. Phonemes are written between slanted lines/ /. The Allophones are positional variants or the individual sounds of the same phoneme. A speaker can not pronounce phonemes because every realization of a phoneme is an allophone, with certain features that are significant and others that are non significant, irrelevant, accidental, or else, determined by the environment in which the sound occurs. Allophones must be written between brackets. We call allophones to the positional variants because the allophones of the same phoneme occur in different positions in the words. Another phoneme is Segmental Phonemes. Those phonemes can be arranged linearly. The segmental phonemes are the vowels and consonants. The Suprasegmental Phonemes is formed by three sound features : Pitch, Stress, and Juncture. Stress is the force in articulation, Pitch is the intonation or speech melody, Juncture is the transition from one segmental phoneme to another.

Many years ago, a group of the greatest linguistic scholars of Europe began to combine their forces to create an international phonetic alphabet. It was created in 1888 because of differences and confusion between spoken and written forms of language. The English language in the same way as other languages, has two alphabets: an orthographic and a phonetic alphabet. The orthographic alphabet is a set of simple symbols called letters which are used to represent language in a graphic or written form, but they will never represent the speech sounds more closely than phonetic symbols. In English there is not a one-to-one correspondence between significant sounds and the orthographic symbols or letters used to represent them. This inconsistency constitutes a big problem for a person who is learning English as a second language because he has difficulty learning to write and read in English. The phonetic alphabet leads people about pronunciation of different languages.

Another branch of linguistics is *Pragmatics*. Leech(1983) says "It is the study of communication in relation to the intended meanings of particular utterances within particular situations. For instance, it is cold here". Is typically heard as a statement of fact; however , depending on the intention of the speaker and the context of the utterance, it can be a complaint, a challenge or a request to shut a window. Pragmatic knowledge influences language structure because it refers to situational, nonlinguistic

factors rather than to grammatical factors. For instance, pay attention to the reference of the pronoun he in the following pair of sentences . – The police officer refused the arrested man’s request because he has suspected an escape attempt. – The police officer refused the arrested man’s request because he has made an escape attempt.

In the first sentence, he, certainly, refers to the police officer; while in the second sentence, he refers to the arrested man. Yet, the two sentences are structurally identical. Our judgments as to the references of the pronoun he are based not on grammatical knowledge but on pragmatic knowledge.

Only one branch of linguistic have not been named; it is syntax. *Syntax* is the grammatical arrangement of words in a sentence. The way in which words are put together to form phrases, clauses, or sentences. Grammar is a synonymous of syntax, the grammar of a natural language consists of a set of rules which generates an infinitive set of sentences. The word grammar is used to refer to the principles and rules native speakers use in understanding and producing their language. These principles and rules are almost all acquired in childhood. This grammar, says Jacobs (1995), might be called a Mental Grammar. A second use of the term grammar is related to the set of generalizations formulated by linguistics. Scholars in the area of linguistics analyze, examine, and compare grammatical

utterances , this kind of account of a language is known as Descriptive Grammar. Finally , the term grammar is used to refer to certain types of grammatical rules not necessarily based on the actual use of language by ordinary native speakers, but on the kind of language that well-educated speakers use. This type of grammar is regarded as Prescriptive Grammar. Most traditional school grammars begin by defining and classifying *English words into part of speech categories*. The structures realizing sentence elements are composed of units which can be referred to as parts of speech. The parts of speech are: nouns, adjective, adverb, verb, article, demonstrative, pronoun, preposition, conjunction, interjection. Now, I am going to write a brief explanation about them. Noun is a word group that names a person, a place, an idea, or a thing. A noun may be either proper or common. A noun is said to be proper if it names a particular person, place, or thing: David, Detroit. It is common if it names something or someone in a more general way: boy, country.

Further, a noun may be either concrete or abstract . A noun is concrete if it names something that can be literally seen, felt, tasted, and so on: cat, chair, bread. It is abstract if it names something which exists only as an idea or concept in the mind: idea, loyalty, happiness, fear, morality.

Palombara (1985) shows that "Pronoun is a word that functions as a noun substitute, it may be used only when it is very clear which noun it is substituting for". There are personal pronouns(I, you, he, she, it, we, you, they) Relative pronouns(who, whom, whose, which, that, where) and demonstrative pronouns(this, that, these, those).

Verb is a word that expresses action, condition, or state of being. Every sentence must contain a verb, the verb is the word that conveys what is said about the subject.

A verb will be either active or passive. It is active if the subject does something or merely exists. It is passive if the subject is the receiver of the action. A verb has tense to indicate time: present, past, future. A verb may also indicate aspect: progressive and perfect.

Adjective is a word that tells a characteristic or quality of a noun or pronoun. The adjective is said to modify the noun or pronoun which it characterizes or qualifies. Like nouns and verbs , many adjectives have special forms indicating the extent to which a property is true of something, the comparative form, happier, happy to a greater degree than, and the superlative form, happiest, happy to the greatest degree.

Adverb is a word or word group that modifies a verb, an adjective, or another adverb. It gives more information about another word .

Preposition is a word or word group that functions to show a meaning relationship between its object. Prepositions ordinarily indicate relationships of time, space, direction, agency, or association.

Conjunction is a word that connects two sentence components. Conjunctions can be subclassified according to the types of sentence components they connect. There are four kinds of conjunctions: Coordinating Conjunctions (and, but, or, nor, for, so, yet, and still). Correlative Conjunctions (either or, neither, nor, not, but, not only, but also, both, and, and so on). Comparative Conjunctions (as.....as , than). And Subordinating Conjunctions (until, because, if).

Interjection is a word or word group that interrupts. According to traditional grammar, the interjection is grammatically independent of the rest of the sentence, and is not a vital sentence component; if the interjection is deleted a well-formed sentence still remains. Interjection is a word or phrase that is as a short, sudden expression of emotion (hey! Ouch! , cut that out!)

Some linguistics like Jespersen, Curme, Long and others contend that beginning with parts of speech is a great mistake because such a procedure rests on the assumption that most students are already consciously aware of the entire grammar of English sentences. Their success can and must be attributed to

all the other things they tacitly know about the grammar of their language.

Languages don't actually come into contact with each other. It is always the speakers of the languages who are in contact. *Language contact* occurs when two or more languages or varieties interact. When speakers of different languages interact closely, it is typical for their languages to influence each other. Their aptitudes towards each other will affect the way they speak. Speech differences come to represent social, political and geographic divisions between groups of people. Language contact occurs in a variety of phenomena, including language convergence, borrowing, and relexification. The most common products are pidgins, creoles, code-switching, and mixed languages. Linguists, especially those of the nineteenth century, were very interested in discovering the relationships between languages, both modern and ancient. We saw above that the family tree model needs us to assume that language contact does not make very fundamental changes to existing languages. A second assumption commonly made is that language change is slow and gradual. A third assumption is that if any fundamental changes do take place, we will be able to detect them. These assumptions had become orthodoxy in the nineteenth century. However, none of them is necessarily true.

Sebba (1997) argues that “Language contact may have profound effects on some languages , as we have seen. But also, new languages can arise out of contact between two languages which are not related under the family tree model”. Pidgin languages are one example of this. Furthermore, language change is not always slow. Pidgin and creoles have something to tell us about the nature of human language generally. Languages differ in their structure and often have elaborate systems of gender, case, tense and aspect. They frequently have many different word classes and complicated morphology . None of these things prevents children from learning such languages; all normal children acquire their native language within five or six years of birth, whatever their language. There is only one correct norm for a language, and that norm does not allow for mixing of languages or language varieties.

According to Oxford (2001) “*Language vice* is a habit or practice of an immoral and degrading combination of words; used by a nation, people or race”. Our Spanish language is very rich and strict . I am sure there is not a person in the earth that domain this language. Even if is interesting to see some common vices when we speak or write. These language vices are the following: anfibología, barbarisms , extranjerismo, idiotismo, impropiedad, pleonasma, redundancia, dequeísmo, and adqueísmo. It is going to write a brief description of them.

Anfibología is dual sense , vice of the Word, speaking form in which we can give more than one interpretation. Dark expression. Barbarisms refers to a non - standar word , expression or pronunciation in a language, particularly in error of morphology. Extranjerismo voice, phrase or draft of an foreing language used in Spanish. Idiotismo is the form of speaking against the ordinary rules of grammar , but proper of the language. Impropiedad is lack of property in the use of the words. Words used with different meaning . Pleonasma is the use of unnecessary words. Redundancia is the unnecessary repetition of words or concepts. Dequeísmo is to add unnecessary elements of link. Adequeísmo is to eliminate necessary elements of link .

Language vice are the mistakes that we make using a language . language vice are old fashioned and inappropriate forms of speaking and writing a language.

According to Houghton (2000) “ *Barbarisms* is the use of words, forms of expressions considered incorrect or unacceptable”. The English word Barbarisms originally referred to incorrect use of language, but is now used more generally to refer to ignorance or crudity in matters of taste, including verbal expression. Kurt (1940) says “barbarisms specifically indicates a misuse of language, but also more generally indicates culturally lacking in refinement or distinction”. Barbarisms is the use of

words or expressions not in accordance with the classical standard of a language, especially such as are of foreign origin. Barbarisms is also the mixing of foreign words or phrases in Latin or Greek; hence, rudeness or unpolished condition of language. A foreign or non-classical word or idiom.

Robins(1989) argues “loan words are used words from other languages to refer things, processes, and the ways of behavior, organization, or thinking, for which words or phrases were not available or convenient in their own language”. that’s why they are altered in pronunciation in the process in the direction of the sounds and phonological patterns of the language acquiring them. They are most obviously exemplified in the words for foreign products; the words for coffee, tea, and tobacco, in English. And in most European languages are all loans, from Arabic, Chinese, and an American-Indian language respectively. The borrowing of Greek words for terms in the sciences, arts, and philosophy into Latin as a result of Greek prestige in these fields in the ancient world. The strong representation of loan words from a single language in the vocabulary of one or more languages in an area is firm evidence of culture contacts of some sort.

According to Rodford (2000) “Loans are, in fact, entering a language all the time, but their frequency and their sources are temporarily affected by political or other factors leading to close

cultural contacts of one sort of another". Do you know? People, way, word, water, day, part, place, year, name, number, home air, line. All these words have been part of the English language for centuries, and while most of them date back to Germanic languages which preceded the separate development of English, some had their origins in Latin (part, place, and air, for example). Throughout its history, English has been adding to its lexicon by acquiring new words from other, often unrelated, languages. Rissoto and pizza come from Italian, vodka from Russian, goulash from Hungarian, coffee and yogurt from Turkish, alcohol and sherbet from Arabic, sago from Malay, Ketchup/catsup from Chinese and tomato from Nahuatl. These new words are known as borrowings. Of course, as well as having borrowed thousands of words, English has been a great provider too, Why do speakers borrow words from other languages? Perhaps the most obvious reason is sheer necessity. People need to development words for new an unfamiliar concepts- new technology, new plants and animals, and in the examples above, new and unfamiliar foods. Another reason is prestige. If certain cultures are associated with particular prestigious activities, it is common for the words associated with that activity to come from the language of that culture.

When a word is borrowed, it is often gradually changed so that it fits the phonological and morphological structure of the

borrowing language or dialect. Sometimes when new concepts are introduced from other societies , the speakers of a particular language may use their own native linguistics resources to coin a new word. These are known as calques.

Atkinson (2000) says “Borrowings, then, are words which originated in one language , but which have come to be used in another, even by people who don’t speak the leading language”. These borrowings are very often assimilated to the phonological and morphological structure of the new host language.

We can find loans, barbarisms and anglicisms in magazines, for this reason our research is about anglicisms in Ecuadorian magazines. *Magazines* , periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of article. Most magazines are available in the whole of the country in which they are published, although some are distributed only in specific regions or cities. Others are available internationally often in different editions for each country or area or the world. According to Oxford (2001) “ A magazine is a periodical publication containing articles by various writers”; chiefly, a periodical publication intended for general rather than learned or professional readers, and consisting of a miscellany of critical and descriptive articles, essays, works of fiction, etc. many writers use a lot of anglicisms

in their articles especially if the section is about entertainment, politics, sports and new technological sciences. It is more easy for writers to use all borrowings of English origin.

A lot of studies have been done about anglicisms. According to Dieguez Isabel (1997) demonstrates that people privilege the plural form of English language instead of applying the rules of Spanish. This study was made in Chile; however, we can realized researches in other thematic areas, such as: aeronautics, data processing, and advertising. To encourage the development of politics linguistics that permits us to be alert in front of the presence of English in our Spanish language.

Casanova & Bedoya (2009) carried out a study about anglicisms in university students in Bogotá , this study pretend researching about frequency of anglicisms used in young university students. Thus, it considers important the genus of people that were the sample. The results shown the lexical anglicisms used were little in the two genus , and they don't represent a threat for their native language .

Another author who carried out studies about anglicisms was García (2010). He did his study in Sevilla, and the sample was El País and America magazines. This study will analyze and classify anglicisms from newspapers articles translated from English into Spanish. Morphosyntactic Anglicisms are the result of a literal translation understood as a mechanical attachment to the original

form that often go unnoticed by the translator. The study has shown that sometimes it is a modification or deviation with respect to use grammar correctly or more accepted in Spanish.

Segovia (2008) carried out a study with bilingual people in their mother tongue, this work was realized in Paraguay and it wants to demonstrate through chosen examples that the second language influences in the knowledge of mother tongue. The interaction between languages of bilingual and multilingual speakers is fundamental; although, this study was not enough deep the results demonstrated the influence of the second language in the first one.

According to Fortin (2009) English language has a strong impact on other language. He carried out a comparative study of English Loanwords in French from France and Quebec in Canada. English in Quebec have for a long time influenced its population whereas in France Anglicisms seem to have become mostly pervasive. Both French from France and Quebec use loanwords from English. This study shows that there are some important differences in the use of anglicisms in the Quebec and France version of the sitcom *Un gars, Une fille* television program. The studies demonstrated that the use of anglicisms is more widespread in Quebec than in France.

Another important study was made by Kovacs (2008) in Germany on magazines (articles, and advertising). How are anglicisms integrated into the system of the German Languages? We

come across words of English origin in every walk of life ranging from computer science through medicine, business, air traffic control, academic research, advertising to sport, fashion, music and entertainment. It is a taken that due to globalization English is spreading all over the world. English is also the most dominant among foreign languages taught at schools.

Pelikh (2008) carried out a study about English loanwords and anglicisms in Russia: either motivated, denominating new concepts and objects, or unmotivated fashion words. The language will remain a very efficient vehicle of communication and oust all negative unmotivated influences. The majority of anglicisms start their life in Russian as necessary of fashionable innovations in the professional vocabulary. Russian language we can find a lot of successful equivalent to the English words.

According to Gimeno (2003) the influence of English is higher in Latin America than in Spain. It is due to Spain conserves the tradition of its language; whereas every relation of social, economic and political rates among Hispanic America and the big powers establish a better contact with English language. Nevertheless, it does not want to say that we must be completely permissive with the adoption of new terminology.

Other authors like Rodríguez and Lillo (1997) carried out an study about anglicisms. They want to research if Latin American Spanish really is more receptive to and abundant in anglicisms than

European or peninsular Spanish as has often been suggested in the specialized literature; or if the media, especially the press, is the main vehicle to the spread of Anglicisms. With all the information collected from different sources, they can get into the following conclusions: The press has a leading role in the spread of Anglicisms, The Anglicisms are more abundant in Latin American Spanish than in Peninsular Spanish, The influence of an English word can contribute to the progressive bleaching, in terms of meaning and prosody, of a cognate form in Spanish.

Finally, it is going to mention the work carried out by Asención (2010). This study was made in Venezuela, the sample were on-line magazines and web pages about computers and internet. Venezuelan speakers seem more prone to use English words to refer concepts, innovations and objects related to computers and internet. The complete appropriation of foreign words seem to indicate a tendency in this language users to prefer adoption from English over the creation of new terms in Spanish. The most frequent borrowings were internet, web, software, and Pc. Anglicisms represent 1.223 instances, borrowings 1.797, neologisms 360, and calques only 214. Venezuelan Spanish speakers adopt more Anglicisms (55%) than create new terms or meanings (26%), or translate English items into Spanish (19%).

RESULTS

Tabulacion Cualitativa

Table one

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition Number	Heading	Page
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	gay	Se suma un interesante dossier sobre “lo gay en el arte”	Adj.	1	Una entrega con perfiles y reflexiones	12
		El arte gay si así insistimos en llamarle,	Adj.	1		12
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	performer	Que como cualquier otro artista o performer, busca una redefinición.....	noun	1	Una entrega con perfiles y reflexiones	12
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	filmes	La apremiante necesidad de ubicar los filmes ecuatorianos en un lugar adecuado,...	noun	1	Informe del archivo fílmico y documental del patrimonio cinematográfico del Ecuador.	21
		Y se use la primera y única bóveda climatizada para filmes en el país.	noun	1		21
La Casa:	Star	Lejanas de la	noun	1	Cine a dos	22

Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009		maquinaria del star system, nos ayuden a comprender un poco más			bandas	
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	festival	Organizó un festival de cine que, igual que los dos anteriores.....	noun	1	Festival de cine israelita	22
	escribe en el catálogo que circuló durante el festival:	noun	1		22
		... que obtuvo una mención especial en el festival de Berlín de 2004.	noun	1		22
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	filmes	... en promedio 16 filmes de ficción, y más de cien documentales,...	noun	1	Festival de cine israelita	22
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	film	Un film modesto, sin mayores búsquedas estéticas, ligero, como viento.....	noun	1	Festival de cine israelita	22
La Casa:	internet	...así internet	noun	1	La poesía	34

Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009		está plagado de pésima literatura.			joven ecuatoriana.	
		Como ocurre con la televisión, el internet, y para ello debe existir...	noun	1		35
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	fútbol	...como ocurre con la televisión, el fútbol, el internet, y para ello	noun	1	La poesía joven ecuatoriana.	35
		...se han convertido en una verdadera religión, donde el fútbol y la política.....	noun	1		35
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	club	...el taller Masónico, o el Club de Tobi, para determinar lo que se	noun	1	Lobos hambrientos.	38
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	detective	No porque haya que vestirse de detective salvaje, si no porque, quizá mi sombrero sea muy pequeño.	noun	1	Lobos hambrientos.	38
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	boom	...se quedó y se perdió el boom pero se ganó nuestro respeto.	noun	1	La novelaría de nuestros novelistas	42
		... como los fenómenos de una boom	noun	1		43

		añejo.				
La Casa: Revista de la Casa de la Cultura	my god	...que alguien dijera ¡oh my God!; que otros soltaran algunos...	noun	1	Sobre la Compe- tencia.	54
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	down	Los niños down no tienen ego.	Adj.	5	Sobre la compe- tencia.	55
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	web	...pues estamos permanente- mente ligados vía web.	noun	1	Asesoría a la Biblioteca Nacional.	56
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	fútbol	..ha eliminado sus días de fútbol en el estadio del Emelec.	noun	1	O la poesía como testimo- nio de la vida.	59
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	twenty four	Érase una vez en el reino de la twenty four el humor, la ...	noun	3	El narrador en su tinta.	62
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	boom	El boom del realismo mágico ya ...	noun	1	El narrador en su tinta.	63
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	Best-seller	Una auténtica best-seller, como la calificó el.....	Adj.	1	Virgen de media noche.	66

La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	estrés	...porque la desolación y hasta el estrés el único...	noun	1	Virgen de media noche.	66
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	link	...con un vínculo (link) para descargar una antología...	noun	1	El pie de la letra de crea- dores in- dulgente y críticos asépticos	71
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	web	Llegué a esta página web por pura casualidad.	noun	1	El pie de la letra de crea- dores in- dulgente y críticos asépticos	71
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	Close up	...y esta, en close up, le hiciera un guiño	Adj.	1	Sobre la compe- tencia	55
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	bingo	...con el índice y el pulgar de su manito dijera:bingo.	noun	1	Sobre la compe- tencia	54
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº	ring	Tres en un ring, donde la violencia se convierte en...	noun	1	El poeta y su voz ahora con los jóvenes	63

4 2009						
La Casa: Revista de la Casa de la Cultura Benjamín Carrión Nº 4 2009	blog	Un blog..un bloque de textos escritos...	noun	7	La Literatu- ra ha muerto	40
		...el nombre de un blog en el listado de direcciones de la oficina	noun	1		40
		Entré pues a tu blog, interesantes tus textos	noun	1		40
		...si no tendríamos muchos más esnobistas de blog atiborrando con sus...	noun	1		40
		Comparados con los de blog, los escritores ...	noun	1		41
		Señores, la literatura ha muerto, o mejor dicho, está siendo asesinada por los "escritores" de blog.	noun	1		41
		Los blogs de acuerdo a esta interpretación, vendrían...	noun	1		40
		...que a los blogs recurren no solo aquellos que empiezan a leer o ...	noun	1		41
		Recurren a los blogs, añadamos, con justificaciones.	noun	1		41
La Casa: Revista de la Casa de la Cultura Benjamín	blog	Primero escribe blogs, añadamos con la sorna...	noun	1	La Literatu- ra ha muerto	41
		Qué dirían de	noun	2		40

Carrión Nº 4 2009		los blogs hombres como...				
Anaconda Cultura y Arte.Nº24 Feb. 2010	beats	...así como los beats (Kerouac y Burroughs) entre los ...	noun	1	El silencio de Salinger	22
		Los beats representaron el misticismo...	noun	1		23
Anaconda Cultura y Arte.Nº24 Feb. 2010	punks	...a los punks, a locos que.....	noun	1	El silencio de Salinger	23
Anaconda Cultura y Arte.Nº24 Feb. 2010	Long play	...de otro modo no habría conseguido sus miles de discos long-play, cientos de revistas...	Adj.	1	Raro no es el libro sino el colec- cionista.	25
Anaconda Cultura y Arte.Nº24 Feb. 2010	hobby	Yo le agregaría otro hobby al tío Julio.....	noun	1	Raro no es el libro sino el colec- cionista	25
Anaconda Cultura y Arte.Nº24 Feb. 2010	récord	2009 fue un año récord para los teatros de...	noun	1	La función continúa aunque la econo- mía esté varada.	32
Anaconda Cultura y Arte.Nº24 Feb. 2010	boom	...de los años del boom económico.....	noun	1	La función continúa aunque la econo- mía esté varada.	33
		...hoy sea el motivo de un boom de las artes escénicas en...	noun	1		33
Anaconda	Star	...está	noun	1	La	33

Cultura y Arte.Nº24 Feb. 2010		empujando al star-system a tomar una...			función continúa aunque la economía esté varada.	
Anaconda Cultura y Arte.Nº24 Feb. 2010	filmes	33 filmes documentales, 35 mil fotografías.	noun	1	Mirar a otro lado.	35
		...realiza 18 filmes, la mayoría de ellos para...	noun	1		35
		...la presencia visual del director prolongando sus filmes, la voz del...	noun	1		37
		En filmes como Petróleo en la selva, muestra a los tsáchilas amigables.	noun	1		40
Anaconda Cultura y Arte.Nº24 Feb. 2010	over	Una voz over predominante, la del....	Prep.	1	Mirar a otro lado.	37
Anaconda Cultura y Arte.Nº24 Feb. 2010	fútbol	A unos muchachitos jugando fútbol en la playa.	noun	1	Mirar a otro lado.	40
		Con la gente que sale de un partido de fútbol y a ...	noun	1	A perfect world.	44
Anaconda Cultura y Arte.Nº24 Feb. 2010	off	La voz en off comenta	Adj.	1	Mirar a otro lado.	40
Anaconda Cultura y Arte.Nº24 Feb. 2010	travelling	...en un hermoso y sobrecogedor travelling en primer....	noun	1	A perfect world.	44

Anaconda Cultura y Arte.Nº24 Feb. 2010	rol	...juegan un rol transcenden- te para....	noun	1	De coleccion- es a museos.	49
Anaconda Cultura y Arte.Nº24 Feb. 2010	art	...donde concluyeron las últimas tendencias del video-art.	noun	1	El nuevo orden cultural a la deriva.	61
Anaconda Cultura y Arte.Nº24 Feb. 2010	Body-art	...recientemen- te el body-art, las artes perfor- máticas y el arte en ...	noun	1	El nuevo orden cultural a la deriva.	62
Anaconda Cultura y Arte.Nº24 Feb. 2010	rock	El fenómeno del rock parece expresar.....	noun	1	El nuevo orden cultural a la deriva.	64
		Un concierto de rock desordena la masividad y hasta la...	noun	1		64
		...del rock: la división tradicional...	noun	1		64
Anaconda Cultura y Arte.Nº24 Feb. 2010	internet	...cine, internet, cable y celulares sea...	noun	1	Breve análisis sobre la Ley de Cultura.	82
		...tanto como el internet, constituirán ...	noun	1		82
Anaconda Cultura y Arte.Nº24 Feb. 2010	adrenalina	...la persecu- ción y los recursos para huir impulsan la secreción de adrenalina,...	Noun	1	A perfect world	45
Anaconda Cultura y Arte.Nº24 Feb. 2010	CDs	...equipos de grabación y reproducción y CDs legales...	noun	1	Breve análisis sobre la ley de cultura	84

Author: Diocelina Sabando Santana.

Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía Enero 2009	ranking	Me sorprendió mucho el ranking de Ministros de Finanzas de América Latina.	noun	1	Ranking de Ministros	12
		Me llamó la atención que hayan incluido al ministro de Economía de mi país, Argentina en su ranking .	noun	1		12
		...incluyan a ella en el ranking y no al otro Fernandez que solo está pintado.	noun	1		12
América economía Enero 2009	light	...o algo light que puede ser la inyección letal.	Adj.	1	México al Extremo	16
América economía Enero 2009	ranking	...elabora el ranking de las mejores empresas.	noun	1	El trabajo ideal	17
		Entre los rostros conocidos del ranking destaca...	noun	2		17
		Entró por primera ocasión al ranking y alcanzó...	noun	1		17
		La novedad del ranking es la...	noun	1		17
América economía Enero 2009	hardware	Con la demanda en crecimiento de hardware .	noun	1	Nuevo competidor	20

América economía Enero 2009	internet	Para servicios de internet .	noun	1	Nuevo competidor	20
		...a través de un navegador de internet .	noun	1	Oficinas virtuales vs second life	22
		...gratuitos de internet , la empresa se...	noun	1	Nuevos negocios	24
América economía Enero 2009	software	Demanda en crecimiento de hardware y software .	noun	1	Nuevo competidor	20
		...y la cámara de software y servicios...	noun	1	Oficinas virtuales vs second life	22
		Algunos desarrolladores de software .	noun	1	Tras los grandes	24
		fabricante de software enfocado a la gestión...	noun	1		24
América economía Enero 2009	chips	...desarrolladora de chips y productos..	noun	1	Viva la 3G	22
América economía Enero 2009	boom	Hoy hay un boom turístico...	noun	1	Manjar sureño	22
América economía Enero 2009	ranking	...ocupa el décimo lugar del ranking de los...	noun	1	La mejor imagen	24
		...a sobresa-lir en los rankings de estudio...	noun	1		24
América economía Enero 2009	airbags	Si escucha a algún motociclista hablar de airbags , no se sorprenda.	noun	1	Motociclismo con airbags	23
América economía Enero 2009	networks	...corresponde al segmento Media Networks .	noun	1	Cifras Mágicas	27

América economía Enero 2009	On line	Productos on line de consumo.	Noun	1	Cifras Mágicas	27
América economía Enero 2009	show	...como ejemplo el reality show reallizo...	noun	1	Disney Entertainment	28
América economía Enero 2009	targets	...combinados para todos los targets , en...	noun	1	Disney Entertainment	28
América economía Enero 2009	track	...a crear la carrera o " track " de experto.	noun	1	De cara a la gerencia	29
América economía Enero 2009	coaching	De entretenimiento o de coaching para....	noun	1	Disney Entertainment	28
América economía Enero 2009	marketing	...sus presupuestos de marketing también...	noun	1	Disney Entertainment	28
América economía Enero 2009	rol	...en su rol de contribución.	noun	1	De cara a la gerencia	29
		...su nuevo rol es fundamental.	noun	1		29
		No pueden asimilar el cambio de sus roles.	noun	1		29
América economía Enero 2009	holding	El holding al que pertenecen	noun	1	Tiempo de cosecha	34
América economía Enero 2009	boom	...que alimente otro boom de...	noun	1	Invierno para los commodities	40
América economía Enero 2009	Commodities	...como en otros commodities alimentarios.	noun	1	Invierno para los commodities	40
		...que alimente otro boom de commodities .	noun	1		40

América economía Enero 2009	líder	El líder absoluto del sector...	noun	1	Quién gana, quién pierde	55
	líder	...continúa como líder en el mercado	noun	1	Sigue siendo el rey	56
	líder	...y no un líder negro cubano	noun	1	La resaca de huracan	59
	líderes	Gran oposición entre líderes republicanos.	noun	1	El hermano menor	52
	líderes	...a los líderes de más de...	noun	1	Debates paraísos fiscales	60
América economía Enero 2009	líderes	...de futuros líderes empresariales	noun	2	Líderes éticos	62
		Las empresas líderes que han integrado en su...	noun	1		62
		...donde existan verdaderos líderes y no...	noun	1	Palabra de em- prende- dor	66
	liderazgo	Para mantener su liderazgo .	noun	1	El valor agregado	57
		Investigación y liderazgo global.	noun	1	Líderes éticos	62
América economía Enero 2009	récord	...que se superarían las ventas récord de...	noun	1	A toda máquina	54
		Sus ventas registraron un récord histórico	noun	1	Sigue siendo el rey	56
América economía Enero 2009	marketing	El gerente de marketing de automotores..	noun	1	A toda máquina	54
América economía Enero 2009	default	...al default de la deuda externa.	noun	1	Retos del 2009	55
América economía Enero 2009	ranking	...el ranking de los auto- motores...	noun	1	Sigue siendo el rey	56

América economía Enero 2009	rally	Uno de sus pilotos fue el ganador total del Rally Nacional de integración.	noun	1	Sigue siendo el rey	56
América economía Enero 2009	boom	El boom turístico y el petróleo...	noun	1	La resaca de los huraca- nes	58
América economía Enero 2009	CD	... y vendió un CD con información a la policía.	noun	1	Atormen- tados por los paraísos	60
América economía Enero 2009	offshore	...calculando que los activos offshore permitían la evasión de más de...	Adj.	2	Debates paraísos fiscales	61
		Los centros financieros offshore son un peligro para la estabilidad económica.	Adj.	2		61
		Aunque al incluir los centros offshore en los demás centros financieros...	Adj.	2		61
América economía Enero 2009	onshore	Antes de abandonar las distinciones entre centros onshore y offshore, en julio del ...	Adj	1	Debates paraísos fiscales	61
América economía Enero 2009	Commodi- ties	...los temores de una sostenida baja en el precio de los commodities serán...	noun	1	Rescate y recu- peración	63
América economía Enero 2009		En los mercados de futuros de commodities la estructura de precio...	noun	2		63

América economía Enero 2009	Shopping market	...para operar un kiosko en el shopping market Plaza.	noun	1	Negocio de tempo- rada	65
América economía Enero 2009	bar	...arrenda por todo un día un bar .	noun	1	Negocio de tempo- rada	65
América economía Enero 2009	web	En el sitio web de la empresa...	noun	1	Atrévase	66
América economía Enero 2009	sándwiches	...de comida envasada a estaciones de servicios, como sándwiches en pan...	noun	1	Inspir- ción de la crisis	66
América economía Enero 2009	windows	...para lanzar con bombos y platillos el Windows XP	noun	1	Hasta la vista, vista	67
		...se estrenó Windows Vista.	noun	1		67
		Windows 7 trabaja con pantallas táctiles.	noun	3		67
		...las opciones multimedia de Windows Media Player...	noun	1		67
América economía Enero 2009	microsoft	Microsoft llegó al corazón de...	noun	1	Hasta la vista	67
		...ya que Microsoft también aprende de sus errores.	noun	1		67

América economía Enero 2009	software	Ahora el software incorporado en los...	noun	1	Cómputo de bajo consumo	68
		Mediante software se logra un	noun	1		68
América economía Enero 2009	center	La creciente industria del data- center .	noun	1	Cómputo de bajo consumo	69
		...montar un data- center de 500 metros...	noun	1		69
		...construir un data- center en el océano.	noun	1		69
		Al menos eso es lo que muestra el data- center .	noun	1		69
		Es todo un data- center montado...	noun	1		69
		Data- centers concentran la mayor...	noun	1		69
		operación de data- centers para....	noun	1		69
América economía Enero 2009	notebook	...se podría superar cambiando las PC por un notebook de última generación	noun	1	Cómputo de bajo consumo	69
Gestión economía sociedad agosto 2010	ranking	..su atención a nuestro ranking anual.	noun	1	Aclaraciones a los rankings de Gestión	8
		En el que se publica el ranking de...	noun	1		8
Gestión economía sociedad agosto 2010	Internet	tendrán a su disposición internet en sus celulares	noun	2	Vida empresarial	14
Gestión economía sociedad agosto 2010	CD	Un sonido que se debe presentar en un CD .	noun	1	El caso ecuatoriano Alvaro Samaniego	29

Gestión economía sociedad agosto 2010	boom	...sostener el boom económico después de la guerra.	noun	1	Migrantes ecuatorianos	20
Gestión economía sociedad agosto 2010	marketing	estrategia de marketing está ayudando...	noun	2	Países convertidos en marca	26
		...de realizar trabajos de marketing cooperativo.	noun	1		26
		...en esta aventura del marketing .	noun	1		27
		...negocios Internacionales y marketing .	noun	1		28
		No ha habido un plan de marketing integral	noun	1		29
Gestión economía sociedad agosto 2010	fútbol	...las fiestas populares, el carnaval y el fútbol .	noun	1	Países convertidos en marca	27
Gestión economía sociedad agosto 2010	récord	...alcanzó una cifra récord de...	noun	1	Países convertidos en marca	27
Gestión economía sociedad agosto 2010	resorts	...donde hay resorts como en el extranjero	noun	1	Países convertidos en marca	28
Gestión economía sociedad agosto 2010	líder	...ampliar sus espacios de autonomía respecto al invasivo líder venezolano.	noun	1	Diplomacia a la carta	35
		Tras recibirla, el líder ecuatoriano...	noun	1	Peor es nada	36

Gestión economía sociedad agosto 2010	Second best	Es lo que los angloparlantes llaman second best y nosotros “peor es nada”	noun	1	Peor es nada	36
Gestión economía sociedad agosto 2010	boom	El boom de estas actividades...	noun	1	Ganadores y perdedores de la última década	39
Gestión economía sociedad agosto 2010	Commodities	Los precios de todos los commodities agrícolas...	noun	1	Una inesperada bonanza	40
Gestión economía sociedad agosto 2010	récords	...rompían récords de ventas tanto en...	noun	1	Una inesperada bonanza	40
Gestión economía sociedad agosto 2010	checks	Tiene que haber ciertos controles y balances (checks and balances)	noun	2	Una crisis no va a cambiar la forma de hacer economía	48
Gestión economía sociedad agosto 2010	shock	..porque no hay shock tecnológico.	noun	1	Una crisis no va a cambiar la forma de hacer economía	46
Gestión economía sociedad agosto 2010	overnight	...pues esta se relaciona con plazos overnight y en alguna ocasión...	Adj.	1	Ni reservas ni liquidas ni disponible	54
Gestión economía sociedad agosto 2010	Benchmarking	Haga benchmarking en lugar de mirar solo su competencia	noun	2	Sea agradecido con su competencia más dura	66

Gestión economía sociedad agosto 2010	rol	¿Cuál es el rol de China y otros países?	noun	1	Una crisis no va a cambiar la forma de hacer economía	45
		¿Cuál debería ser el rol de las instituciones	noun	1		45
		La gente en general, tienen un gran rol .	noun	1		48
		La ética tiene el rol de definir el desarrollo.	noun	1		48
		No sabían nada de mi rol en la crítica ...	noun	1	Dieterich no sabe investigar	76
Gestión economía sociedad agosto 2010	fútbol	...espectadores que presenciaron el mundial de fútbol .	noun	5	Adidas vs Nike: una batalla mundial	68
	internet	La marca deportiva número uno en internet .	noun	1	Adidas vs Nike: una batalla mundial	69
		De boca a boca en internet	noun	1		69
Gestión economía sociedad agosto 2010	buzz marketing	...y también número uno en buzz marketing o mercadeo de boca a boca.	noun	1	Adidas vs Nike: una batalla mundial	69

Gestión economía sociedad agosto 2010	internet	Internet ha transformado la vida de millones de personas.	noun	1	Diez pautas para montar su negocio en la web	80
		El Ecuador tiene más de 2,2 millones de usuarios de internet en este mes.	noun	1		80
		¿Es difícil hacer negocios en internet y hacerlos sostenibles con el tiempo?	noun	1		80
		Internet no solo es un mundo que ofrece pocas barreras de inicio para un emprendedor...	noun	1		80
		En internet una idea es la base de cualquier negocio	noun	1		80
		Internet es un canal con un alcance si precedentes.	noun	1		81
		...tener una propuesta de valor canalizada a través de internet como plataforma	noun	1		81
		...aprovechando el alcance global de internet	noun	1		82
		Usted podrá descubrir que es lo que la gente está buscando en internet	noun	1		82
		Si hay algo que diferencia a internet de los demás medios de....	noun	1		82

Gestión economía sociedad agosto 2010	web	...podrían encontrar en la web su fuente no...	noun	1	Diez pautas para montar su negocio en la web	80
		Empieza a aprovechar la web para su educación	noun	1		80
		...pues hacer negocios en la web no consiste en...	noun	1		81
		...automáticamente la búsqueda por la web	noun	1		81
		...aplicaciones de productividad en línea más popular en la web	noun	1		81
		Preparada para el sitio web crezca en tamaño y funciones.	noun	11		81-82
		Aquí los buscadores web como google, cumplen un rol clave.	noun	1		82
		...es una de las grandes ventajas de la web .	noun	1		82
Gestión economía sociedad agosto 2010	offline	...pues en el mundo offline esto resulta....	noun	1	Diez pautas para montar su negocio en la web	82
Gestión economía sociedad agosto 2010	blogs	El programa de Google dirigido a la monetización de blogs y sitios web.	noun	1	Diez pautas para montar su negocio en la web	82
		en buscadores como en blogs , sitios de...	noun	1		82

Gestión economía sociedad agosto 2010	rol	Se debe considerar cuál será el rol de la red.	noun	1	Diez pautas para montar su negocio en la web	81
		...cumplen un rol clave .	noun	1		82
Gestión economía sociedad agosto 2010	software	Invertir en software de productividad.	noun	1	Diez pautas para montar su negocio en la web	81
		...instalar software y actualizaciones...	noun	1		81
		...por medio de software comercial o gratuito.	noun	1		81

Author: Diocelina Sabando Santana.

Table Three

Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	heading	Page
Vistazo Abril 30 2009	líder	...tratar de convencer a un líder político que cambie.	noun	1	Reseteo	10
Vistazo Abril 30 2009	spot	Al final del spot se promocionaba la ...	noun	1	Campaña a Sucia	15
Vistazo Abril 30 2009	fulbright	Recibió una beca fulbright .	Adj.	1	Democracia vs. Política.	14
Vistazo Abril 30 2009	exit poll	Producto de varios exit poll o encuestas...	noun	1	Vino, vio, venció	21
		El exit poll de cedatos...	noun	1	Primeras vueltas tras 9 elecciones	23
Vistazo Abril 30 2009	cluster	...a cada uno de los cuales se los denominó cluster .	noun	6	Primeras vueltas tras 9 elecciones	23
Vistazo Abril 30 2009	líder	...muy particular con su líder , el abogado Nebot.	noun	1	Guayaquil dijo "Nebot"	27
		...el de un líder nacional.	noun	1		28
		Se presentó como líder de un movimiento.	noun	1		28
		...asegura Kennedy Barriga, líder barrial.	noun	1	Alerta roja en Gestión de Riesgos.	34
Vistazo Abril 30 2009	rol	...este rol de mediador...	noun	1	Barrera madrugó y ganó	29

Vistazo Abril 30 2009	club	...a punto de dar aero-club Pastaza	noun	2	A punto de despegar	38
		En esa parroquia, aero-club forma pilotos.	noun	1		38
		En febrero aero-club presentó su proyecto....	noun	1		38
Vistazo Abril 30 2009	stock	Yo necesito mantener mi stock para...	noun	1	Facturas en efectivo	36
		Se mantendrá el stock hasta tener luz ...	noun	1	A punto de despegar	38
Vistazo Abril 30 2009	factoring	El uso del factoring que libera a la empresa.	noun	1	Facturas en Efectivo	36
		A través del factoring o ventas de facturas.	noun	1		36
		...que su solicitud de factoring había sido aprobada	noun	1		36
		...ofrece el servicio de factoring llamando	noun	1		36
		...el mercado de factoring representa...	noun	1		36
		...a crear el fondo de factoring para...	noun	1		37
		...con la banca debido al factoring .	noun	1		37
		Para el factoring se reciben...	noun	1		37
		La entidad que otorga el factoring realiza una...	noun	1		37

Vistazo Abril 30 2009	web	...el sitio web , las invitaciones para...	noun	1	Agencia de Exporta- ción	40
Vistazo Abril 30 2009	commodities	América Latina sigue exportando commodities, y sin...	noun	1	El Obsequio	49
Vistazo Abril 30 2009	stock	Como el stock de energía es limitado.	noun	2	Cómo cambia el Cuerpo en el Tiempo.	53
Vistazo Abril 30 2009	estrés	...relacionadas al estrés agudo...	noun	1	Vida moderna .	56
		...contrarestar el estrés ...	noun	1	Libros del mundo	63
Vistazo Abril 30 2009	adrenalina	Tener la alegría de vivir ayuda a normalizar los niveles sanguíneos de adrenalina y de cortisol.	noun	1	No llevar la vida con mucho seriedad	56
		...donde mostró un show cargado de baile, adrenalina y pura energía latina.	noun	1	La despedi- da	91
Vistazo Abril 30 2009	Web feed	Todas las redes funcionan con web feed .	noun	1	Buen punto de encuen- tro	60
		Un web feed es un formato...	noun	1		60
		Para crear una colección de web feeds en un solo...	noun	1		60
Vistazo Abril 30 2009	twitter	Podemos enviar mensajes en twitter .	noun	1	Buen punto de encuen- tro	60
		Al igual que facebook, es su parecido con twitter .	noun	1	Buen punto de encuen- tro	61
Vistazo Abril 30 2009		Como tenemos que hacer en twitter es una comodidad.	noun	1	Buen punto de encuen- tro	61

Vistazo Abril 30 2009	refresh	No tener que aplastar refresh como tenemos...	noun	2	Buen punto de encuentro	61	
Vistazo Abril 30 2009	posts	...para revisar todos los posts o novedades...	noun	1	Buen punto de encuentro	60	
		...para leer todos los posts hasta que estemos...	noun	1		61	
Vistazo Abril 30 2009	web	...de hasta 57 servicios y sitios web diferentes.	noun	1	Buen punto de encuentro	60	
		El sitio web fue concedido y separado...	noun	1		62	
		...que los chicos a través de este sitio web resuelvan los problemas.	noun	1		62	
Vistazo Abril 30 2009	internet	...contenidos culturales en la internet .	noun	1	Libros del mundo	62	
		...empresa más grande de cable e internet .	noun	1		La cara más justa del mercado	64
		...a menor costo el cable e internet en dichas poblaciones.	noun	1		64	
Vistazo Abril 30 2009	estándares	Aunque sus estándares pueden ser difíciles de cumplir...	noun	1	Metas claras	66	
		...ya que las normas y estándares bajo los que trabaja lo ubican	noun	1	Pionero en la búsqueda por el desarrollo sostenible.	111	
Vistazo Abril 30 2009	coach	...quiteña que como coach ha guiado...	noun	1	Pulir Destrezas	70	

Vistazo Abril 30 2009	coaching	...temas de liderazgo, coaching , entretenimiento	noun	1	Pulir Destrezas	70
Vistazo Abril 30 2009	rol	...para enfocarme más en mi rol de mamá.	noun	1	Pulir Destrezas	70
		...va entendiendo su rol en los...	noun	1	Honestidad y resistencia.	76
		...combinar sus roles profesionales...	noun	1	Aprender a delegar poder.	74
Vistazo Abril 30 2009	hit	...que recuerda como un hit , y bajo su ...	noun	1	Gran temple	72
Vistazo Abril 30 2009	life	..es la delegación life , después de...	noun	1	Aprender a delegar poder.	74
Vistazo Abril 30 2009	marketing	...sus estudios en marketing publicidad,...	noun	1	Triunfas en lo que te gusta	78
		En marketing deportivo, un segmento...	noun	1		78
Vistazo Abril 30 2009	sport	Una campaña realizada por rexona sport de Unilever.	noun	1	Triunfas en lo que te gusta	78
Vistazo Abril 30 2009	líder	...ser el o la líder que necesita ...	noun	1	Pulir destrezas	70
		...requiere es un líder participativo.	noun	1		70
		...ese es uno de los retos de un líder .	noun	1		70
		El mayor logro de esta líder en el ámbito...	noun	1		70
		Es más fácil ser líder ya que somos ...	noun	1		Liderazgo o bien construido.

Vistazo Abril 30 2009	show	...donde mostró un show cargado de...	noun	1	Gloria final	91
Vistazo Abril 30 2009	récord	...con un récord de más de dos ...	noun	1	Todo sobre Leonardo	96
Vistazo Abril 30 2009	rock	La aventura denominada rock en el camino incluye...	noun	1	Rock en el camino	93
Vistazo Abril 30 2009	boom	Podemos hablar de un boom del cine ecuatoriano.	Noun	1	Hay talento, humor y ganas de comunicar	100
		Poe eso es una exageración decir que el boom del cine nacional...	noun	1		100
		El boom vendrá después	noun	1		100
Vistazo Abril 30 2009	jazz	Un grupo de jazz , amigos del novio...	noun	1	En construcción	103
Vistazo Abril 30 2009	hits	...hace revivir los hits del ayer.	Noun	1	Diego el Cigala	103
Vistazo Abril 30 2009	Cd	Este triple Cd nos hace...	noun	1	Diego el Cigala	103
		Entre las joyas que ofrece el Cd está una versión...	noun	1		103
Vistazo Abril 30 2009	coctel	El cónsul de estados Unidos ofreció un coctel en su...	noun	1	Coctel	104
Conexión N° 113 2010	rol	... rol trascendental en la vida	noun	1	Sublime Mujer	1

Conexión N° 113 2010	bar	...un restaurante antes que un bar .	noun	1	La verdad de la infidelidad masculina	15
Conexión N° 113 2010	club	...para almorzar un bar o un club .	noun	1	La verdad de la infidelidad masculina	15
Conexión N° 113 2010	Líderes	Mucho de los líderes que han ...	noun	3	Madres solteras que forman líderes	18
		...de estas pérdidas ellos se levantaron como líderes .	noun	1		19
		...estos líderes recobraron...	noun	1		19
		La mayoría de estos líderes vieron en...	noun	1		19
		Estos líderes aprendieron de sus...	noun	1		19
Conexión N° 113 2010	estrés	...debido a factores diversos como estrés .	noun	1	Solución natural para generar leche	23
		Alivia el estrés lo que...	noun	1		23
Conexión N° 113 2010	snacks	Los snacks o comidas previas	noun	1	Resistencia atlética	30
Conexión N° 113 2010	sandwich	Sin embargo, un sándwich que tenga	noun	1	Resistencia atlética	30
Conexión N° 113 2010	fitness	Muchas bebidas deportivas o aguas fitness tienen	noun	1	Resistencia atlética	30
Conexión N° 113 2010	adrenalina	...las hormonas como la testosterona, la adrenalina y el proceso metabólico.	noun	1	Cuida tus arterias, tu corazón y tu vida	35

Conexión N° 113 2010	lifting	...creando un efector tensor (lifting) que...	noun	1	Tratamientos dermo-estéticos	47
		Se realiza el lifting vaginal..	noun	1		47
Conexión N° 113 2010	kit	...necesitarás un kit de solución de...	noun	1	Oído, cómo mantener la higiene	53
		Los kits suelen venir con...	noun	1		53
Conexión N° 113 2010	estrés	...uso de medicamentos y estrés .	noun	1	La Caspa	55
Conexión N° 113 2010	sport	...y toda la línea sport que trae la...	Adj.	1	Cosmética masculina	57
Conexión N° 113 2010	aftershave	Las cremas hidratantes sirven como aftershave .	noun	1	Cosmética masculina	57
		Pensar que el aftershave pica significa..	noun	1		57
Conexión N° 113 2010	single	...es un nuevo single , una fusión...	Adj.	1	La pionera del Pop Andino	62
Conexión N° 113 2010	pop	La nueva revolución pop de nuestro país.	noun	1	La pionera del Pop Andino	62
Conexión N° 113 2010	festival	Ganó el primer lugar en el festival de la canción	noun	1	El encanto de una voz sublime	65
Conexión N° 113 2010	film	El film presenta la forma en...	noun	1	Desde mi cielo	66
Conexión N° 113 2010	off	...desde una voz en off que relata...	Adv.	1	Desde mi cielo	66
Conexión N° 113 2010	sport	...se usa en chaquetas sport o de ...	Adj.	1	Un terno elegante	79

Author : Diocelina Sabando Santana.

Tabulación Cuantitativa

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
lider	30
web	25
internet	24
blog	20
rol	16
boom	13
ranking	13
fútbol	11
marketing	10
factoring	9
software	9
filmes	9
commodities	7
center	7
club	6
estrés	6
offshore	6
Windows	6
Cluster	6
récord	6
Down	5
Cds	5
festival	4
Rock	4
Adrenalina	4
stock	4
Twenty four	3
Webfeed	3
Twitter	3
sport	3
gay	2
Star	2
Beats	2
Off	2
Show	2
Coach	2
bar	2
sandwiches	2
Microsoft	2
Checks	2
benchmarking	2
Exit poll	2
Refresh	2
Posts	2
Estándares	2
Hit	2
Lifting	2
Kit	2

aftershave	2
performer	1
detective	1
my god	1
link	1
close up	1
bingo	1
ring	1
punks	1
long play	1
hobby	1
over	1
travelling	1
art	1
body-art	1
best-seller	1
light	1
hardware	1
chips	1
airbags	1
networks	1
online	1
targets	1
track	1
coaching	1
holding	1
default	1
rally	1
onshore	1
shopping market	1
notebook	1
resorts	1
second best	1
shock	1
overnight	1
Buzz marketing	1
offline	1
spot	1
fulbright	1
life	1
jazz	1
cóctel	1
snacks	1
fitness	1
single	1
pop	1
TOTAL:	360

Author: Diocelina Sabando Santana

Table Five

Comparisson between variables

	Variable	f	%
Anglicisms	Cultural magazines	84	23,33
	Scholarly magazines	163	45,28
	General interest magazines	113	31,39
	Total	360	100

Author: Diocelina Sabando Santana.

Description, Analysis, and Interpretation of Results

Linguistic Analysis

This analysis focuses on the syntactic (grammatical function of the word), semantic (meaning of the word in context), and morphologic changes (any change that each word has suffered in Spanish) of the anglicisms found in this research. Ten anglicisms for each variable (scholarly, cultural, and general interest magazines) were chosen. Also, it established if the anglicisms are accepted or not by RAE.

Internet

This word was found in the sentence: “así internet está plagado de pésima literatura” . Syntactically, this term shows us that it is being used as a noun in the context, and it has the same function in English. On the other hand, if we separate internet, inter functions as a verb and net functions as a verb and a noun. According to the context, this word means the large system of connected computers around the world which people use to communicate with each other .

Morphologically, this word has not suffered any changes. It is used in Spanish with the exact writing and spelling. Our Spanish language does not have an equivalent for this Anglicism which makes it broadly used. This Anglicism is accepted by RAE as can be seen in its dictionary.

Film

This Anglicism was found in the example: “un film modesto sin mayores búsquedas estéticas”. Syntactically, this word functions as a noun in the context, but in English it functions as a noun and a verb. According to Cambridge Dictionary (2000), this word means (picture) to make pictures of something in making a movie, or to make a movie, and it is the meaning that the word has in the provided context.

Morphologically, film has suffered a change in Spanish, we add the letter /e/ at the end of the word “filme” and the Spanish plural form is different, because it is necessary to add two extra words /es/ having as a result “filmes”, while the original plural English term is written like “films”.

The word is not accepted by the RAE, however, we use it instead of the Spanish term “película”, which is the Spanish equivalent for film.

Fútbol

This Anglicism comes from English (football). According to Collins Online Dictionary, this word means a game played by two teams of 11 players each on a rectangular, 100-yard-long field with goal lines and goal posts at either end, the object being to gain possession of the ball and advance it in running or passing plays across the opponent’s goal line or kick it through the air between the opponent’s goal posts, and it is the meaning that the word has in the provided context.

The word was found in the example: “como ocurre en la television, el fútbol, el internet”. Syntactically, this word functions as a noun in the context, and it has the same function in English, but if we separate foot - ball , the word foot with its meaning “pie”, has two functions: as a noun and as a verb; the same happens with the word ball with its meaning “pelota” in Spanish.

Morphologically, this Anglicism has suffered many changes in writing with letter / U / instead of its original / OO /, with letter / O / instead of / A /, and the letter /L / has been deleted from its original form “football”.

The equivalent of this Anglicism in Spanish is “balonpie” but, The anglicism fútbol is more used by people instead of the Spanish term balonpie . This Anglicism is accepted by Real Academia de la Lengua Española.

Boom

This word was found in the context: “se quedó y se perdió el boom pero se ganó nuestro respeto”. It shows that it is being used as a noun in the context; whereas in English, the same word is considered as a transitive verb or a noun. According to Cambridge Dictionary (2000), and the meaning where it was found, boom is a period of sudden economic growth. The equivalent of this word in Spanish is prosperidad, auge repentino, retumbo, but people prefer to use “boom” instead of the Spanish term.

This Anglicism has not suffered any morphological changes. It is used in its original English form, and the plural form is equal in English and Spanish. The word “boom” is accepted by RAE (Real Academia de la Lengua Española)

Rock

This Anglicism was found in the sentence: “un concierto de rock desordena la masividad y hasta la pasividad”, it shows that it is being used as a noun in the context; but it is also used as an adjective in Spanish for example “música rock”. The same word in English is considered as a transitive verb or a noun.

Semantically, this Anglicism has several meanings but, according to Cambridge dictionary (2000), and the meaning where it was found, rock is a type of popular music with a strong beat , which is usually played with electric guitars and drums. This Anglicism has not suffered any morphologic changes. It is used like its original English form.

This Anglicism is used in Spanish with the same writing and spelling. Our language does not have an equivalent for this Anglicism which makes it broadly used. This word is accepted by RAE.

Gay

This word was found in the sentence: “ Se suma un interesante dossier sobre “lo gay en el arte” . Syntactically, This term shows us that it is being used as an adjective in the context , whereas in English, it is used as a noun and an adjective.

According to Collins Online dictionary, and the meaning where it was found; gay is relating to, or having a sexual orientation to persons of the same sex. Morphologically, this Anglicism has not suffered any changes; it is used in Spanish with the exact writing and spelling.

This Anglicism has an equivalent in Spanish, it is homosexual but, it has been replaced by gay; this word is more usual and common. This Anglicism is not accepted by RAE as can be seen in its dictionary .

Beats

This Anglicism was discovered in the sentence: “los beats representaron el misticismo y el vitalismo en la figura de Kerouac”. Semantically, this word functions as a noun in the context; but in English, the same word functions as a transitive or intransitive verb.

According to the context in where the word was found, the meaning of beats is a very popular music group from the 60th century. This word do not have an equivalent in Spanish, because it is a name; but, if it is translated like a verb, its meaning is batir, golpear, pegar.

Morphologically, there is not any change in this word, and the plural form is the same in the two languages (English and Spanish).

Hobby

The word hobby was found in the sentence: “yo le agregaría otro hobby al tío Julio”. Syntactically, this Anglicism functions as a noun

in the context, and it has the same function in English. According to Thesaurus Dictionary, and the meaning in where the word was found, hobby means an activity that you do for pleasure when you are not working.

Morphologically, this anglicism has not suffered any changes, hobby is used in Spanish with the same writing and spelling and its equivalent in Spanish is “pasatiempo”; but the Anglicism hobby has replaced the word pasatiempo in Spanish. Hobby has been accepted by Real Academia de la Lengua Española (RAE) as can be seen in its dictionary.

Detective

This anglicism was found in the sentence: “no porque haya que vestirse de detective salvaje, sino porque quizá mi sombrero sea muy pequeño”. Syntactically, this word functions as a noun; whereas in English, the same word functions as a noun and an adjective. According to Cambridge Dictionary (2000), and the meaning in where it was found, this Anglicism is a police officer whose job is to discover information about crimes and find out who is responsible for them.

Morphologically, this Anglicism has not suffered any changes, detective is used in Spanish with the same writing and spelling. Our language does not have an equivalent for this Anglicism which makes it broadly used. Detective is accepted by RAE (Real Academia de la Lengua Española).

Performer

This anglicism comes from the English verb Perform. Performer was found in the sentence: “que como cualquier artista o performer busca una redefinición”. This example shows us that it is used as a noun in the context; whereas in English is used as an intransitive and transitive verb. Semantically, this Anglicism means a person who entertains people esp. by doing something they have specially come to see, and it is the meaning that the word has in the provided context. The equivalent of this word in Spanish is “presentador” .

Morphologically, this Anglicism has suffered one change. It has added “er” to the original English word “perform” to name a person who acts or performs programs. This Anglicism is not accepted by Real Academia de la Lengua Española (RAE) but it is used broadly in our language.

Ranking

It was found in the context: me sorprendió mucho el ranking de Ministros de Finanzas de América Latina que presentaron en su última edición. The sentence shows us that anglicism functions as a noun while in English the same word functions as an adjective or a verb.

According to the context in where this word was found, and Cambridge Dictionary (2000), ranking are the members of a group or organization, or members of the armed service who are not officers .

This word has an equivalent in Spanish, it is “rango”, but we can use this Anglicism broadly, because ranking has replaced rango

in Spanish. Morphologically this Anglicism has not suffered any changes. We can use ranking with the same writing and spelling. This word is accepted by RAE.

Web

This Anglicism is accepted by Real Academia de la Lengua Española (RAE). Syntactically, this word functions as a noun in the sentence: “aquí los buscadores web cumplen un rol clave” but, in English it has two functions: as a noun and as a verb. According to Cambridge Dictionary (2000), and the meaning in where it was found, the meaning of this word is a short form of world wide web, see at the world.

Morphologically, this Anglicism has not suffered any changes , we use web in Spanish and English in the same way. Web is used in Spanish with the exact writing and spelling, although it has an equivalent “telaraña” or “red” in Spanish.

Software

The linguistic analysis of the Anglicism software as found in the sentence: “demanda en crecimiento de hardware y software”, shows us that it is being used as a noun in the context, and it has the same function in English. This word is accepted by RAE (Real Academia de la Lengua Española) if we separate soft-ware, soft will function as an adjective, an adverb, and a noun; ware will function as an adjective, a noun, and a transitive verb.

Semantically, and according to the context and Merriam Webster Online Dictionary, software means the entire sets of programs, procedures, and related documentation associated with a system and especially a computer system; specifically computer programs and materials for use with audiovisual equipment. This Anglicism has not suffered any morphologic changes. It is used like its original English form.

This Anglicism is used in Spanish with the same writing and spelling. Our language has an equivalent for this Anglicism, it is “programas”, but it is not used.

Marketing

Marketing was found in the context: “en marketing deportivo, un segmento poco desarrollado hasta ahora localmente”. This Anglicism functions as a noun in the context, and it has the same function in English; according to Merriam Webster Online Dictionary, and semantically, the meaning of this Anglicism is the process or technique of promoting, selling, and distributing a product or service and it is the meaning that the word has in the provided context.

Morphologically, this Anglicism has not suffered any changes. Marketing is used in Spanish with the same writing and spelling. Our language has an equivalent for this word, it is “mercadotecnia” but this Anglicism has replaced totally this term in Spanish. This Anglicism is accepted by RAE (Real Academia de la Lengua Española).

Commodities

This Word was found in the sentence: “en tanto que el trigo y el arroz, como en otros commodities alimentarios”. This example shows us that it is used as a noun in the context. It is also used as a noun in English. Semantically, and according to the meaning in where it was found, this Anglicism means an article of trade or commerce, especially an agricultural or mining product that can be processed and resold. The equivalent of this word in Spanish is “mercancía” or “cosa útil”, but commodities has not replaced totally the Spanish word.

Morphologically, this word has not suffered any changes, but its plural form is different; the original English word is commodity, but the last letter / y / is changed for / i / and it is added /es/ to form the plural. This anglicism is not accepted by Real Academia de la Lengua Española (RAE), but it is used broadly in our language.

Récord

It was found in the context : “sus ventas registraron un récord histórico”. This sentence shows us that this Anglicism functions as a noun while in English the same word functions as a transitive or intransitive verb and a noun.

This Anglicism is accepted by Real Academia de la Lengua Española (RAE) and it comes from the English word “record”. Semantically, and according to Cambridge dictionary (2000), the

meaning of this word is to keep information for the future by writing it down or storing it on a computer. Collins Online Dictionary says that record is to set down for preservation in writing or other permanent form and it is the meaning that the word has in the provided context.

Morphologically, this Anglicism has suffered one change in Spanish. We use a tilde over the letter “e”. This word has many equivalents in Spanish. They are: registro, partida, and documento ; but we can use this Anglicism broadly, because récord has replaced registro in Spanish.

Offshore

This word was found in the sentence: “los centros financieros offshore son un peligro para la estabilidad económica”. Syntactically this term shows us that it is being used as an adjective.

According to Merriam Webster Online Dictionary this word means: from the shore: seaward, and it is the meaning that the word has in the provided context. If you see only the word off with its meaning “lejos”, it will have three functions: adjective, adverb, and preposition; if you only see the word shore with its meaning “playa”, it will have two functions: noun and transitive verb.

Morphologically, this Anglicism has not suffered any changes. It is used in Spanish with the exact same writing and spelling. This Anglicism is not accepted by RAE (Real Academia de la Lengua

Española) as can be seen in its dictionary. Our Spanish language has an equivalent for this Anglicism, it is “costanero”.

Líder

This Anglicism was found in the context: “ampliar sus espacios de autonomía respecto al invasivo líder venezolano”. This Word is used as noun in the context, and it is used as a noun in English too. According to Cambridge Diccionario (2000), and the meaning in where it was found, this word means a person who manages or controls other people, esp. because of his or her ability or position.

Morphologically , there are many changes in this Anglicism; for example the original English word is “leader” instead of “líder” in Spanish. The letters /ea/ were replaced for /í / and the plural form in English only add “s” leaders whereas in Spanish add “es” líderes. You need to add two extra words to form the plural.

This Anglicism is accepted by Real Academia de la Lengua Española (RAE) and it is used with the changes that the Anglicism has suffered in Spanish. The equivalent of líder is guía, but nobody uses this Spanish word.

Rol

This Anglicism comes from the English word “role”. It was found in the sentence: “¿Cuál debería ser el rol de las Instituciones?”. This word functions as a noun in the context while in English this word functions as a verb and a noun. According to Merriam Webster Online Dictionary, and the context in where it was found, this word

means a socially expected behavior pattern usually determined by an individual's status in a particular society.

Morphologically, this Anglicism has suffered only one change in writing with the letter /e/ that was deleted from its original English form "role". The equivalent of this word in Spanish is papel o desempeñar un papel; but the Anglicism rol has replaced the word papel in Spanish. The Anglicism mentioned before is accepted by RAE (Real Academia de la Lengua Española).

Light

This anglicism was found in the sentence: "o algo light que puede ser la inyección letal", it shows us that it is being used as an adjective, whereas in English the same word is used as a noun, verb, and adjective. According to Cambridge Dictionary (2000), and the context in where it was found, light means having little weight; not heavy.

Morphologically, this Anglicism has not suffered any changes and the plural form is the same in the two languages(English and Spanish). This anglicism is accepted by RAE (Real Academia de la Lengua Española). It has an equivalent in Spanish, it is "ligero" "claro", but, this Anglicism has not replaced totally the Spanish word.

Estrés

This Anglicism comes from the English word "stress", it is accepted by Real Academia de la Lengua (RAE). This word was found in the sentence: "debido a factores diversos como estrés".

Syntactically, this term shows us that *is* being used as a noun in the sentence found while in English this term is used as a noun and an adjective.

According to Cambridge Dictionary (2000), and the context in where it was found, *estrés* is a worry caused by a difficult situation, or something that causes this condition.

Morphologically, this word has suffered two changes, we add the letter /e/ at the beginning of the word due to sound of the word in English, and we add a tilde over the second /e/. This Anglicism also has an equivalent in Spanish, it is *esfuerzo*, tension; however, it has been replaced by *estrés*, this Anglicism is more usual and common.

Aftershave

The word *aftershave* as found in the sentence: “*las cremas hidratantes sirven como aftershave*”, shows us that it is being used as a noun in the context, and it is used as a noun in English ,too. But if we divide the word, it will have different functions . example: only the word *after* with its meaning “*después*” functions as an adverb, a preposition or a conjunction, on the other hand the word *shave* with its meaning “*afeitar*” functions as a noun and a verb.

According to Merriam Webster Online Dictionary the meaning of this Anglicism is a usually scented lotion for use on the face after shaving, and it is the meaning that the word has in the provided context. This Anglicism has not suffered any morphological change. It is used like its original English form.

Aftershave is not accepted by RAE (Real Academia de la Lengua Española). This Anglicism is used in Spanish with the same writing and spelling. Our language has an equivalent for this Anglicism. It is “después del afeitado” but everybody knows aftershave and this Anglicism has replaced totally the Spanish word.

Adrenalina

This Anglicism comes from the English word “adrenaline”. It was found in the sentence: “las hormonas como la testosterona, la adrenalina y el proceso metabólico”. This word functions as a noun in the context, and it has the same function in English. According to Cambridge Dictionary (2000), this word means “hormone” a chemical substance produced by the body when a person is frightened, angry, or excited, which makes the heart beat faster and prepares the body to react to danger, and it is the meaning that the word has in the provided context.

Morphologically, there is a change in this Anglicism. The letter /a/ at the end of the word instead of the letter /e/. This Anglicism is accepted by Real Academia de la Lengua Española (RAE).

Twitter

The word twitter was found in the sentence: “como tenemos que hacer en twitter es una comodidad”. This anglicism functions as a noun in the context, whereas in English, this word functions as a transitive and intransitive verb. According to the meaning in where it

was found, this word means a social net like facebook in which we can send messages and photographs.

Morphologically, this Anglicism has not suffer any changes. It is used in Spanish with the same writing and spelling. The equivalent of this word in Spanish is “gorjear” o “gorjeo”, but twitter has replaced this Spanish word. Twitter is not accepted by RAE (Real Academia de la Lengua Española).

Exitpoll

This word was found in the sentence: “y mantenía desconcertados a los propios encuestadores, cuyos datos-producto de varios exitpoll o encuestas a boca de urna eran contradictorios”. This anglicism functions as a noun in two languages (English and Spanish). If we separate exit – poll and analyze them; exit will function as a noun and a verb. The same thing will happen with poll.

According to Merriam Webster Dictionary, and the context in where it was found, the meaning of this Anglicism is a poll taken (as by news media) of voters leaving the voting place that is usually used for predicting the winners.

Morphologically, this Anglicism has not suffered any change, exitpoll is used in Spanish with the same writing and spelling. Our language does not have an equivalent for this Anglicism which makes it broadly used. This word is not accepted by Real Academia de la Lengua (RAE), as can be seen in its dictionary.

Lifting

It was found in the context: “incluso a nivel ginecológico se realice el lifting vaginal con esta técnica, la cual se realiza en pocos minutos”. The sentence shows us that anglicism functions as a noun whereas in English the same word functions as a verb and a noun.

This Anglicism is accepted by (RAE) Real Academia de la Lengua Española. Semantically, and according to Cambridge Dictionary (2010), this word means to move something from a lower to a higher position, and it is the meaning that the word has in the provided context.

This word has an equivalent in Spanish. It is “levantamiento” o “estiramiento”, but we can use this Anglicism broadly because “lifting” has replaced estiramiento in Spanish. Morphologically this Anglicism has not suffered any change. We can use lifting with the exact writing and spelling.

Estándares

Syntactically, this word functions as a noun in the sentence: aunque sus estándares pueden ser difíciles de cumplir, but in English, it has three functions: as a noun, an adjective and an adverb.

The word estándares comes from the English word “standards”. This Anglicism is not used in Spanish with the same writing and Spelling, this word has suffered morphological changes. The original English word is “standard” in singular, we add the letter /e/ at the beginning of the word because of the sound, and we delete the letter

/d/ at the end of the word . Also, the plural form is different in English and Spanish. We add /s/ to form plural in English, on the other hand, we add /es/ to form plural in Spanish.

According to Cambridge Dictionary (2000), the meaning of this Anglicism is something that others of a similar type are compared to or measured by, or the expected level of quality, and it is the meaning that the word has in the provided context. This Anglicism is accepted by Real Academia de la Lengua Española (RAE) .

Club

This Anglicism is accepted by RAE (Real Academia de la Lengua Española). This word was found in the sentence: “para almorzar necesitamos un bar o club”. Syntactically, this term shows us that is being used as a noun in the context, whereas in English, it is used as a verb and a noun.

According to Merriam Webster Online Dictionary, and the context in where it was found, this word means an association of persons for some common object usually jointly supported and meeting periodically to share activities like sports and meals.

Our Spanish language has an equivalent for this Anglicism, but it is not used. Morphologically, this word has not suffered any change. It is used in Spanish with the same writing and spelling.

Shock

This Anglicism was found in the sentence: “no hay crisis porque no hay un shock tecnológico”. Syntactically, this word functions as a

noun in the context, but the same word functions as a verb and a noun in English. According to Cambridge Dictionary (2000), and the context in where it was found, this Anglicism means a sudden, unexpected, and often unpleasant or offensive event, or the emotional or physical reaction to such an event. Shock is also a medical condition caused by severe injury, pain, loss of blood, or fright that slows down the flow of blood around the body.

Morphologically, there is not any change in this word and the plural form is the same in the two Languages (English and Spanish).

The word is not accepted by Real Academia de la Lengua española (RAE). We use it instead of the Spanish term “choque”, which is the Spanish equivalent for shock.

Rally

This word was found in the context: “uno de sus pilotos fue el ganador total del Rally Nacional de Integración”. This sentence shows us that Anglicism functions as a noun in context whereas in English the same word functions as a transitive, intransitive verb, and a noun.

Semantically, and according to Cambridge Dictionary (2000), the meaning of this word is: a public meeting of a large group of people, esp. to show support for a particular opinion, political party, or sports team, and it is the meaning that the word has in the provided context.

This word has an equivalent in Spanish. It is “reunion popular”, but everybody knows it like a sport. Morphologically, this term has not suffered any changes. We can use this Anglicism broadly in our Language. This Anglicism is accepted by RAE (Real Academia de la Lengua Española).

Online

It was found in the example: “tenemos alrededor de él un mundo de posibilidades, productos online, de consumo, cine, video, música, radio,etc”. This anglicism functions as a noun in the context, whereas in English this word functions as an adjective and as an adverb ; but, if we separate on-line, the word on will have three functions: preposition, adverb, and adjective; and the word line will have three different functions: Noun, verb,and transitive verb.

According to Merrriam Webster On line Dictionary, and the context in where it was found, this word means connected to, served by, or available through a system and especially a computer or telecommunications system (as the internet).

Cambridge dictionary (2000) defines on as a prep. Supported by or resting at the top of another thing, and line as a long, thin mark on the surface of something. The equivalent of this Anglicism in Spanish is “en línea”, but the Anglicism online has replaced the word en línea in Spanish.

Morphologically, this term has not suffered any changes. Online is not accepted by Real academia de la Lengua Española (RAE), as can be seen in its dictionary.

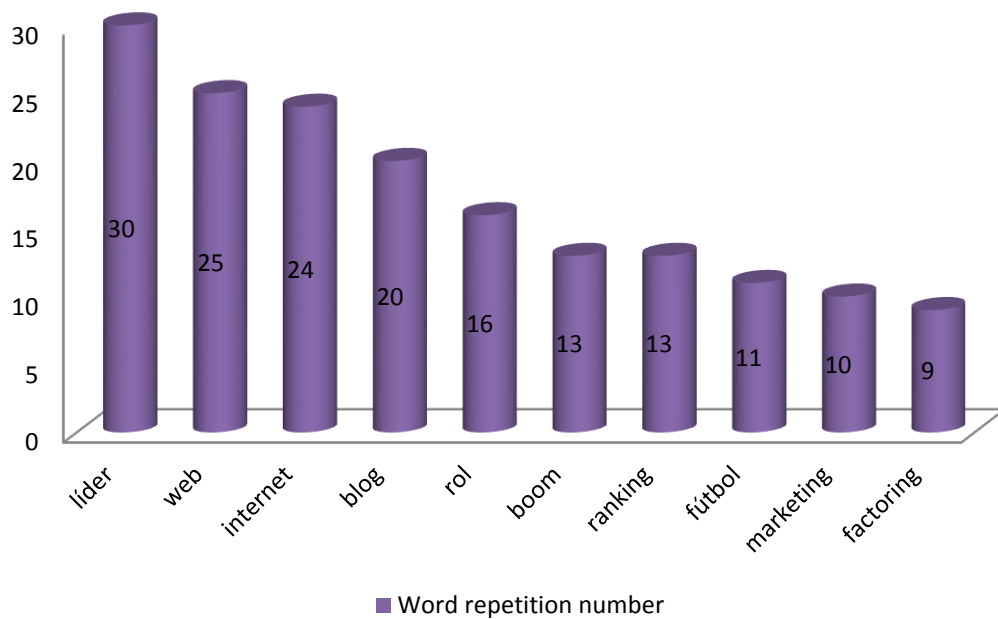
After carrying out the linguistic analysis of the found words, it can mention that Anglicisms enrich Spanish because any linguistic changes is necessary for the survival of any language. Language is a sociocultural phenomenon, with liberty to be modified by users with the aim of permitting a good communication among humankind. Besides, languages enrich by the contact of other languages and the relationship among their speakers.

It is important to know that Spanish language was formed by contribution of several languages; therefore, it nourishes from Greek and Latin like etymological bases from a big amount of words that has their origin in these languages. Also, Arabic contributed with many linguistic elements , Italian, French, and English among others.

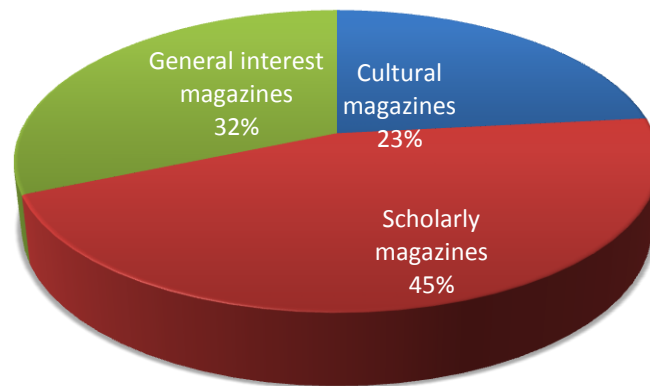
Anglicisms in our language are necessary because each day the grammar is in constant change and it needs to increase other terms to be applied in the good use of the word. English language strengthens at the same time as it advances in its industrial revolution, and its big impact of machines that replaced the hand of the man has influenced in the Spanish language. Anglicism are everywhere , we can affirm that they will enrich our Spanish until the advance of science permits it.

Comparative Analysis

It carried out a comparative analysis among anglicisms that were found in all variables, in order to know which are the most common anglicisms, and to establish which variable contains the highest number of Anglicisms.



This chart shows that the ten most frequent anglicisms were the following: lider, web, internet, blog, rol, boom, ranking, fútbol, marketing, and factoring, that's why they have the highest repetition number. They were found many times in different variables.



On the other hand, this pie chart shows that scholarly magazines has the highest number of anglicisms, cultural magazines has the lowest number, and the number of anglicisms found in general Interest magazines is higher than cultural magazines; however, it is lower than scholarly magazines.

The reasons for these results are the following: first, *Gestión* and *América Economía* were the scholarly magazines used in this study. These magazines contain themes like migration, business, salaries, crisis, world economic, politics among others. Ecuadorian writers make comparisons between Ecuador and the rest of the world, especially with the power world (The United States). Many South American people want to emigrate to The United States and they see this country how a solution of their economical problems. Even though, other people have international business with countries which their first language is English, that is why, Ecuadorian writers use many anglicisms in their articles due to foreign influence.

Second, Vistazo is a sport magazine, many anglicisms used in the articles of this magazine do not have translation in Spanish or they are in fashion; for this reason it found many anglicisms in it. On the other hand, Conexión has many articles about beauty, health, maternity, loyalty and so on. Although, this magazine belongs to the same variable that Vistazo ; Conexión shows a few anglicisms, that is why, general interest magazines has less anglicisms than scholarly magazines. Finally, cultural magazines has the lower number of anglicisms that is because, writers of cultural magazines are more traditional and they avoid to use unnecessary anglicisms.

Conclusions

- This study demonstrates that anglicisms are used in technological, scientific, economical, politic, journalism, sporting, cultural and entertainment pages of Ecuadorian magazines. That is why many anglicisms were found on them.
- The number of anglicisms found in Ecuadorian magazines show that there is difference in the same variable; because, it used two magazines for variable. For example, Vistazo magazine (83 anglicisms) has a higher number of anglicisms than Conexión (30 anglicisms). Both magazines belong to general interest variable.
- The use of anglicisms in Ecuadorian magazines demonstrate that English has influence over Spanish. In fact, América Economía, Gestión, and Vistazo magazines show a high number of anglicisms; and La Casa, Anaconda, and Conexión perform a low number of them.
- Some anglicisms do not have translation in Spanish, that is the reason why people use them broadly; on the other hand, many anglicisms do have translation in our language and people prefer to use them in their original form because , anglicisms are in fashion or it is more comfortable.
- The syntactic and lexical anglicisms more commonly used in Ecuadorian magazines were the following: líder, web, internet, blog, rol, boom, ranking, fútbol, marketing and factoring; they

were found in all variables (scholarly, cultural and general interest magazines) with a high number of repetition.

- In this study, scholarly magazines has the highest number of anglicisms; this variable has 163 anglicisms which are equivalent to 45,28%. It is higher than cultural and general interest magazines.
- On the other hand, cultural magazines has the lowest number of anglicisms (84 which are equivalent to 23,33%) that is because, writers of cultural magazines teach through writing their Spanish Culture, and they avoid to use unnecessary anglicisms; however, they use anglicisms in a less quantity.

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Annexes

FICHAS PARA RECOLECCIÓN DE INFORMACIÓN BIBLIOGRÁFICA

-Para temas del contenido del marco teórico

Theme	Pg. N°	Información	Form N° _
<i>Linguistics</i>			
<i>Title(book,journal,magazine):</i>			
<i>Citation, in APA format:</i>			
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<i>Relevance to your proposed topic?</i>			

-Para estudios previos

Item	Information	Form N° _
Research question(s) or hypothesis:		
Subjects or participants:		
Setting or place:		
Methods:		
Results:		
Author´s/Authors´Conclusions & Recommendations:		
Limitations identified by the author(s)		
Relevance to your proposed topic?		

TABULACIÓN CUALITATIVA

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author:

Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author :

Table Three

Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author :

TABULACIÓN CUANTITATIVA

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
TOTAL :	

Author :

Table Five

Comparison between variables

	Variable	f	%
Anglicisms	Cultural magazines		
	Scholarly magazines		
	General interest magazines		
	Total		

Author :