



**UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA**

*La Universidad Católica de Loja*

**ESCUELA DE CIENCIAS DE LA EDUCACIÓN**

**MENCIÓN INGLÉS**

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

*Research done in order to achieve the*

*Bachelor's Degree in Teaching*

*English as a Foreign Language*

**AUTHOR:**

PEARLY EUGENIA VIVAR CUSME

**ADVISOR:**

LIC. LIDA SOLANO JARAMILLO

CENTRO UNIVERSITARIO ESMERALDAS

2010

**CERTIFICATION**

Lcda. Lida Solano

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 17<sup>th</sup> 2011.

.....

THESIS ADVISOR

## **CONTRATO DE CESIÓN DE DERECHOS DE TESIS DE GRADO**

“Yo, Pearly Eugenia Vivar Cusme declaro ser autora del presente trabajo y eximo expresamente a la Universidad Técnica Particular de Loja y a sus representantes legales de posibles reclamos o acciones legales.

Adicionalmente declaro conocer y aceptar la disposición del Art. 67 del Estatuto Orgánico de la Universidad Técnica Particular de Loja que en su parte pertinente textualmente dice: “formar parte del patrimonio de la Universidad la propiedad intelectual de investigaciones, trabajos científicos o técnicos y tesis de grado que se realicen a través, o que el apoyo financiero, académico o institucional (operativo) de la universidad”.

Pearly Eugenia Vivar Cusme

AUTORA

## **AUTHORSHIP**

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

Date: Loja, March 17th 2011.

Pearly Eugenia Vivar Cusme

Author

## **DEDICATION**

I dedicate this thesis to GOD with all my soul for giving me health and life and let me finish my goals. Also, to MY PARENTS, Alejandro Vivar and Amanda Cusme de Vivar for their love, perseverance and support.

Also, I would like to thank to MY HUSBAND for his patience, love and unconditional help in the achievement of this thesis. Finally, to MY DAUGHTERS with all my love as a legate they follow my example and always do their dreams keeping in mind that the age does not matter to get them.

## **ACKNOWLEDGMENT**

I want to acknowledge specially to Lcdo. Euclides Gordón, my teacher of Logic, Ethic, Anthropology and Investigation for his unconditional help to carry out this thesis.

Besides, I would like to acknowledge to my family for their support and love, and also to all those people that in a way or another helped me in this so important step in my life.

Sincerely,

Pearly

## CONTENTS

Cover	
Certification	i
Contrato de cesión de derechos	ii
Authorship	iii
Dedication	iv
Acknowledgment	v
Contents	vi
1. Abstract	1
2. Introduction	2
3. Methodology	7
4. Discussion	
4.1. Theoretical Background	9
4.2 Results	
4.2.1 Qualitative tables	24
4.2.2 Quantitative tables	49
4.2.3 Description, Interpretation and Result Analysis	
4.2.3.1 Qualitative Analysis	53
4.2.3.2 Comparative Analysis	82
4.3 Conclusions	88
5. References	90
Annexes	

## **ABSTRACT**

The study of the English language is very significant because this language is the most important around the world nowadays and also due to its technological and commercial use. Within this context, this research is dedicated to the linguistic phenomenon of anglicisms used in Ecuadorian magazines, according to, the geographic, social and cultural areas.

For this project, I chose as research target, six magazines edited in Ecuador and distributed in Esmeraldas; two cultural magazines, two scholarly magazines and two general interest magazines to analyze the terms and subsequently to project them totally to our environment.

The methods used to carry out this investigation were: the Qualitative and Quantitative methods, which were used for the collection, description and comparison of the obtained data.

At the end of this investigative process, it was found that anglicisms are a fact and their frequent use is observed not only in the magazines but also in the popular language due to these loans, thanks to the commerce, mass media, and the technology incoming and staying in our natal language. For this reason this research has been very important to all of us who are involved in the English learning and daily teaching.



## INTRODUCTION

The use of anglicisms and borrowing words are natural in the Spanish written language in our country as well as in other countries, these terms respond to commercial, political, cultural and artistic necessities.

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

That is why the specific objectives outlined for this research were: to identify the syntactic and lexical anglicisms more commonly used; this objective was a hundred percent achieved because through the research done it was found that anglicisms are used very frequently in the magazines edited in Ecuador.

Another objective was to make a deep analysis of the anglicisms found regarding syntactic, semantic, and morphological aspects. In this objective the 95 percent was gotten, each anglicism found in the research was deeply analyzed with all the possible sources to know all the aspects exposed previously. The 5 percent remaining doesn't belong to not-analyzed words but lack of data in the bibliographical sources and sometimes there were contradiction between them.

The third specific objective was to establish which variable (cultural, scholarly, and general interest magazines) contains the

highest number of anglicisms. It was totally achieved because the variables show exact percentages such as: cultural magazines have a frequency of 41 equivalents to the 13.90 percent; in scholarly magazines the frequency is 150 equivalents to 50.85 percent and finally the general interest magazines with a frequency of 104 equivalents to the 35.25 percent. This gives a total of 295 anglicisms equivalent to the 100 percent researched.

The last specific objective was to determine which anglicisms are mostly used in Ecuadorian magazines. After a deeply reading, the anglicisms were taken out in a list and consequently the mostly used were classified: WEB with a frequency of 42 equivalent to the 14.24 percent, Leader (and some of their morphological changes) 22 equivalent to the 7.46 percent, Marketing 12 equivalent to the 4.07 percent, football 12 equivalent to the 4.07 percent, Standard (and some of their morphological changes) 11 equivalent to the 3.73 percent, Software 10 equivalent to the 3.39 percent, Blog- Blogueros 6 equivalent to the 2.09 percent, Ranking, Look and Internet with a frequency of 5 equivalent to the 1.70 percent, and finally Rock 4 equivalent to the 1.36 percent.

The general approach of the study of anglicisms in Ecuadorian magazines was Qualitative and Quantitative. The collected data were analyzed, described, and compared, taking notes in qualitative and quantitative tables, data collection formats and bibliographical information index cards.

Considering the field of investigation is wide, it was necessary to take out a sample of Ecuadorian magazines (two cultural, two scholarly and two general interest magazines) which are distributed in Esmeraldas.

For the qualitative analysis of the anglicisms accepted by the RAE, was used the “Diccionario de la Real Academia de la Lengua DRAE”, the “Diccionario online de la Real Academia de la lengua”, the “Diccionario de María Moliner” and the “Diccionario Larousse”.

For those anglicisms that have not been accepted by the RAE, the “Diccionario Merriam-Webster” and the “Diccionario online Merriam-Webster” were used.

This topic has been investigated by many Analysts who have wanted to know why English has influenced and continues influencing our native language.

In “Anglicismos en el Español de América” Haensch, U. (2005) established that Spanish as a language is influenced by anglicisms which are product of commercial or relations with USA and England.

Moreover, Olivares, M. (2009) refers to “El Anglicismo en el campo de la música en las Revistas Juveniles”, he confirmed magazines are a gate for Anglicisms since teenagers feel identified with the language used by them, so they use lexical interferences to make this language something singular and showy.

Markéte, N. (2007) did a study about anglicisms in the Spanish language and established the influence of English and

American Empire since World War II has been preponderant in the whole commercial, political, cultural, and technological areas, also, Rábago, A., Romero, B. & Saldivar, R. (2008) made a study about the language used in the frontier of Baja California's newspapers which showed clearly the use of anglicisms in the different printed mass media.

As we can see, all the authors conclude affirming that English and the English speaker countries influence Spanish speaker countries in all the contexts such as spoken and written.

The beneficiaries of this study will be the Universidad Técnica Particular de Loja, who is interested in carrying out this kind of linguistic investigation. And it has been possible through the different graduation programs through 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. The results of this research will be used as a support and motivation not only to English teachers but to language area students who want to investigate more deeply this polemical and fascinating topic.

This research could identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects and establishing that the scholarly magazines contain the highest number of anglicisms

and determining that words as Web, líder, marketing, fútbol, estándares are the mostly used.

Finally, one of the highest limitations to do this research was the difficulty in getting cultural magazines in Esmeraldas and their uncommon use due to the “Casa de la Cultura Ecuatoriana” edits just once a year the cultural magazine “Tierra Verde” and in special occasions receives “CASA” from the “Casa de la Cultura-Quito”.

Although the limitations, this work has been done with a great effort and with a great satisfaction because the objectives have been obtained. In fact, it was identified the syntactic and lexical anglicism standing out their morphological aspects in the Ecuadorian magazines. In his turn, it was established in which variables we find mostly anglicisms and which one is the most frequently used.

## **METHODOLOGY**

Nowadays the use of anglicisms in Ecuadorian magazines has generalized, that is why the general approach used in this research is the descriptive research represented in the Qualitative and Quantitative approach.

The Quantitative research was used to count and classify the anglicisms used in the different magazines (variables) and translate them to statistical data determining the frequency and the percentage.

The Qualitative method was used to do the analysis from the obtained data in the frequency and percentage tables where the causes and the consequences of the use of the anglicisms were exposed.

Six Ecuadorian magazines that are sold in the different commerce places from Esmeraldas were chosen. These magazines were: “Tierra Verde N°8/Enero 2010” and “LA CASA N°1/2010” as cultural magazines, “Gestión N°187/Enero 2010” and “Gestión N°1931/Agosto 2010” as scholarly magazines and finally “HOGAR N°552/Agosto 2010” and “VISTAZO N°1036/Agosto 2010”.

Referring to the techniques, reading was used because it was necessary the critical and interpretative analysis of the words of the different variables used in the research, using the skimming (speed reading without greatly reducing comprehension or retention) and scanning (looking through quickly to find particular information).

Also, the data were taken in the bibliographical information index cards designed for this research in which we included the theoretical background and data collection formats for the previous studies; with this information the Literature Review was elaborated.

Once concluded the first part of the investigation, the next step was the data collection.

It was done through qualitative and quantitative tables in which we included the name of the variable, anglicisms, examples, lexical category, word repetition number, heading of the article and its page in the magazine. This analysis was done in the following way:

For the qualitative analysis of the anglicisms were used the “Diccionario de la Real Academia de la Lengua DRAE or the “Diccionario online de la Real Academia de la Lengua” in those recognized by “La Real Academia de la Lengua RAE” and, the “Diccionario de María Moliner” and “Diccionario Larousse”.

Anglicisms that have not been accepted by the DRAE, the “Diccionario Merriam-Webster” and the “Diccionario online Merriam-Webster” were used to know their meaning, origin, syntax, and function.

After that, with the tables done, the description, analysis and interpretation of the data was done.

The linguistic analysis might have a syntactical, semantic (its function and meaning) and morphological (changes, adaptation in

Spanish) analysis as well as its origin, if each anglicism has been accepted by the RAE or not and if it has replaced any term in Spanish.

The comparative analysis includes the frequency of the use of anglicisms in the variables, in which of them they are more commonly used and which ones are the most frequent.



## **DISCUSSION**

### **Literature Review**

Throughout history man has been an eternal migrant that is why migration has been the origin in where different cultures and races have been combined and colonized around the world. In this communication of customs, beliefs, traditions and philosophies, language played an important role. Just as new customs were being formed also new languages appeared. In this field we have many cultures that have been protagonist and definitive.

English culture with its conquers and dominance through trade and technology imposed on their culture and their language. However, we can observe that certain English with certain words or phrases have been introduced in the Spanish language. So nowadays the Spanish language is spoken in Hispanic countries but with a strong dose of English terms. This phenomenon is known as Anglicism and it reflects on the common language, through magazines, newspapers, radio announcements, clothing tags and materials, restaurants, etc. That is why the work proposed is precisely a deep study of Anglicism in the social context of the world and overall in the magazines that cover the Ecuadorian market and we have searched the adequate material expecting this to be the appropriate information to reach proposed objectives.

In order to carry out this research, I am going to refer to some theoretical support, such as linguistics, its branches, syntax, contact

languages, language vice, barbarisms, anglicisms, borrowing and loans, magazines and ten previous studies about the researched topic.

### ***Linguistics***

Human beings throughout time were understanding and empowering the world. Thanks to their intelligence they learned the concept of the things through experience like feelings and emotions, but not only in an abstract level; consequently man created language and with it, his form of communication, linguistics. Linguistics is the study of the manifestations of language and the social and cultural influences that shape its development covering a broad subject's area focusing on different issues as sounds, word's formation, structures, meanings, and the relation between language and social context (Burneo, R., 2008, p. 7). Then, man started communicating and projects his understandings and experiences along his life time. That is why Horiiby, A. (1995, p. 686) defines Linguistics as the scientific study of a language and the Britannica Concise Encyclopedia (2010) confirms the definition: the study of the nature and structure of language. Linguistics helps us to know how language influences human beings in different areas of the knowledge.

### ***Branches of Linguistics***

The study of linguistics and its branches are very important in this investigation since it provides us with vital information about words; its syntax, its morphology, its pronunciation, its meaning in a sentence, with the objective of knowing where to place a word correctly in the sentence and to not commit grammatical errors.

It is important and essential the knowledge of the structure of the words, ***Morphology*** deals with its formation and structure (Burneo, R., 2008, p. 8) in other words; it is the study of the form of them (Horiiby, 1995, p. 756). While Saville, M. & Troinke (2006, p. 33) argue that morphology as a word structure has meaning (morphemes), inflections and prefixes and suffixes which may change their meaning.

When we talk about meaning of a word, we refer to ***Semantics*** that is concerned with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse (Burneo, R., 2008, p. 9). According to The Cambridge International Dictionary of English (1995, p. 1290) semantics describes what words mean, while syntax describes the rules by which words can be combined into sentences. Horiiby, A. (1995, p.1068) says “Semantics is the branch of linguistics dealing with the meaning of words and sentences”.

It is also important to keep in mind the interpretation of signs and expressions when speaking. Burneo, R. (2008, p. 9) argues that

**Pragmatics** deals with the study of language use in communication, analyzing the relationship between utterances and the social context in which they are produced. On the other hand, Standard Encyclopedia of Philosophy (2006) suggests that this branch of linguistics study how utterances are used in communicative acts, and the role played by context and non-linguistic knowledge in the transmission of meaning, while Horiiby, A. (1995, p. 905-906) says “Pragmatics is the study of the way in which language is used to express or interpret real intentions in particular situations, especially when the actual words used may appear to mean different.”

These words usually differ from person to person through its **phonology**, which studies the speech sounds, in general according to their production, composition, distribution and function within the language (Espinoza, 2005, p. 16) and linguistically, the principles and rules that govern the way words are joined together to form phrases, clauses and sentences (Burneo, R., 2008, p. 8). In other words, phonology is a sound system: Speech sounds that make a difference in meaning (phonemes), possible sequences of consonants and vowels (syllable structure) and intonation patterns (stress, pitch, and duration), perhaps tone in words (Saville, M & Troinke, 2006, p. 33).

Referring to words, structure, meaning and pronunciation we are talking about grammar and syntax. Burneo, R. (2008, p. 9)

argues “The word “syntax “comes from the Greek terms (syn) = “co” or “together”, and (taxis) = “order, sequence, or arrangement”.” And the Britannica Concise Encyclopedia (2010) defines it as arrangement of words in sentences, clauses, and phrases, and the study of the formation of sentences and the relationship of their component parts.

### ***Syntax***

Knowing the different parts of the speech and their use are very important since it will help us identify in a much better way when a word is a verb, adjective or adverb, and in what part of the sentence it belongs in. some English words may have only one function (for example, and as a conjunction), others may have several (for example, fancy, which can be a noun, a verb or an adjective) (encyclopedia.farlex.com, n.d.). These categories are represented by the vocabulary of a language Burneo, R. (2008, p. 18). The most important lexical categories are noun, verb, adverb, and ad position, which subsume prepositions and post positions, which are traditionally referred to as “Parts of the Speech” or “Word Classes” (Van Valin, R., (n.d)).

### ***Contact Language***

Considering the main topic, anglicisms, I have analyzed what linguistics is, its importance and forms. Now, it is important to have a general overviewed this topic has done and continuing given

throughout the history. Language contact or contact linguistics occurs when two or more languages or varieties interact (Wikipedia.com, (n.d.)). Due to globalization, language contact is a real fact that permits social, cultural, economic, scientific, and commercial relationship between the countries around the world. This may occur when people who share no native language need to communicate, or simply when a language of one group becomes used for wider communication with other groups, often with significant changes to its grammar as a result (citizendium.org, (n.d.)). On the other hand in Sociolinguistics, a simplified variety of language that develops in situations where most speakers have no common language, such as ports, trading ports, plantations, and colonial garrison towns (encyclopedia.com, n.d.)).

### ***Language Vice***

Daily, people use many unnecessary words or phrases in their language, speaking it whenever they want. This is not possible because Spanish, as we have seen through this research, has grammar rules that must be respected; being a very rich and strict language. So, it is very important to keep in mind that some language vices used in it do not to destroy Spanish: Amphibologies, Barbarisms, Anglicism, Idiotism, Misappropriates, Redundancy, De-quietism, UN de-quietism, and so on (Espinel, J., 2009).

### ***Barbarisms (general overview)***

These language vices are usually used by people. One of these vices is barbarisms. Burneo, R. (2008) says “Barbarism is crudity, savagery, especially in speech”. As a non-technical term for a word is considered a offense against good taste by combining elements from different languages (McArthur, T., 1998). This term is used prescriptively in writing. With no accepted technical meaning in formal linguistics the term is little used by descriptive scientists (Wikipedia.com).

### ***Anglicisms***

Multilingualism has likely been common throughout much of human history, and today most people in the world are multilingual. When speakers of different languages interact closely, it is typical for their languages to influence each other. English dominium as science, technology, and communications´ international language provokes the importation of many English terms (profesorenlinea.cl, n.d.). These words are Anglicisms which are linguistic loans from English to other language. Sometimes they are product of deficient translations of written or spoken material; in others, they are created by the inexistence of an appropriated word which is able to translate a specific term or word (Wikipedia.org). Words that do not have meaning in Spanish have been necessary for the evolution of our language. The problem is their importation, since they substitute

existent common words in our language. Speakers sometimes use anglicisms unconsciously, due to some expressions have established on self that they can't see it (Molina, M. & Diez, n.d.).

### ***Borrowing and loans***

Loans are a clear Anglicism's example and they exist as result of contact language and the different places' people meeting. The most common way that languages influence each other is the exchange of words, but this phenomenon is not new, nor is it very large by historical standards (Wikipedia.org) as we have seen. Allexperts.com (n.d.) define a loanword as a word directly taken into one language from another with little or no translation and for Kemmer, H. (2010), these are words adopted by the speakers of one language from a different language (the source language).

### ***Magazines***

The topic of this research is focused on magazines, for this reason its concept, audience and language are very important. Magazines is a publication issued periodically, containing miscellaneous editorial pieces, such as articles, short stories, interviews, photographic essays, or poems, of either a specified or general nature, for their superior production quality, they are sold by subscription and at newsstands. Their audience depends on their likes: thousands of companies and individual workers, house wives,



students, children (dictionary.reference.com). The relationship between literature and magazines are closer and firmer than newspapers. Magazines focus the most relevant aspects of a period of time (Shvoong.com, n.d.).

### ***Previous studies***

After creating an analytical and descriptive study of linguistics and in it, the Anglicisms; I show on to demonstrate the reality of this phenomenon within the Spanish language. That is why I am going to refer to studies and scientific data through investigation that will be useful as a scientific base in the process of this project.

According to Haensch, U. (2005), in “Anglicismos en el Español de América” made in linguists from 19 Spanish speaker countries, throughout Inductive Method and the survey he discovered that in fact there are anglicisms that having the same writing and pronunciation differ from their meaning in Spain and Hispanic America, and between Spanish speaker countries inclusive. Analyzing the causes of this fact, the author argues that it is undeniable that Spanish as a language is influenced by anglicisms which are products of commercial or vicinity with USA and England. Its characteristics are not universal, but we must to distinguish its meaning and pronunciation according to the zones or countries depending on its influence degree. These appreciations presented by

the researcher cannot be generalized due to his studio was limited to 19 countries.

In other studio made by Wood, A. (2009) to analyze the music genre known as “reggeaton”, discovered that Anglicisms are used in a partial way in the lyrics of the songs, verifying that this language is typical of Puerto Rico. In this studio 20 words and phrases were classified in categories with the lyrics of the songs. The research was done in the metropolitan area of San Juan through the inductive method and the survey. The author concluded that Anglicisms used in reggeaton are a representation of the Puerto Rican language, since most of the words belong to the teenagers and their use has a lot to do with the political participation of the island. However, respecting its idiosyncrasy, Anglicisms from this genre of music should be controlled and organized since it is affecting the everyday communication within the Spanish language.

Referring to another studio realized by Olivares, M. (2009) about “El Anglicismo en el campo de la Música en las Revistas Juveniles”, he established magazines for teenagers and more exactly the music field play an outstanding paper to input anglicisms. This studio was made in 6 numbers of the magazine “Bravo” using the analytic method. The results obtained by the author confirmed magazines are a gate for Anglicisms since teenagers feel identified with the language used in them and use lexical interferences to make this language something singular and showy. From this real fact he

concluded that our language is full of loan words and their use not only is used by adults but teenagers who feel “fashion” using these terms.

Gonzalez, M. (2003) discovered unnecessary the use of anglicisms in the Palmas de Gran Canarias´ cultural places. This fact was detected in people between 28-71 year old using the comparative method and the survey. In his study the author got that anglicisms vary according to the word uses; according to the sex, and according to t he age. It was confirmed the knowledge in the use of a big amount of unnecessary anglicisms which are available in the polite surveyed people and factors such as sex and age insider in the linguistic behavior.

On the other hand, Castro, L. (2000) analyzed anglicisms in the actual gastronomic printed advertisement and discovered the use of loans influence and incentive buying products. His studio was made in 10 packages of food found in the shelves of some supermarkets in Guatemala, based in the scientific method and the description and comparison of the different packages. The results proved that the Guatemalan gastronomy has been influenced by anglicisms published through different mass media, in a way it has increased the sales of fast food which can be considered as an American custom.

Markéte, N. (2007) did a study about anglicisms in the Spanish language and established the influence of English and

American Empire since World War II has been preponderant in the whole commercial, political, cultural, and technological areas. For this studio, the author was based on some author's bibliographical sources and the actual Spanish language Dictionary in use through the analytic method. The results were clear and noticeable, since it is obvious the influence caused by English language over the Spanish language, in a way million of people no having Spanish as their main language, yet still dedicate themselves to study English projecting it to many fields in countries where English is part of their pen sum. It was concluded that a glossary of anglicisms has been created, taking a big amount of them out the dictionary and others take into it.

Rábago, A., Romero, B. & Saldivar, R. (2008) made a study about the language used in the frontier of Baja California and California which determines a cultural interaction that generates transformations in both languages. This research was published in several newspapers from Baja California, using the analytic method and the interview. The results showed clearly the use of anglicisms in the different printed mass media, especially in the section of classified ads, letters to the editor, or interviews which correspond according to the zone where the newspaper has been published. As conclusion, the formation of anglicisms in the frontal zone is inevitable, but the Spanish language should regulate so that it won't destroy itself. They can't avoid, therefore people have to control them for their acceptation would be orderly and progressive.

Cvc.cervantes.es (2010) in his studio “La cuestión del anglicismo: Apriorismos y Métodos”, established the interference of English language in Puerto Rico’s Spanish is manifested in various ways, but especially in gerunds, the present, and the subjunctive which distort the original word, based in the inductive, deductive and particular-descriptive methods. The results was undeniable, the English’s syntactic interference forms negative stereotypes in Spanish language. The author concluded that English influences Spanish language through anglicisms in many ways, one way being the syntactic interference, this affects markedly Spanish language.

Fernández, J. (n.d) in his studio “Anglicismos en el español urbano de Salta” proposed that due to globalization, anglicisms used in the urban language have been growing up significantly. With help of different Saltian’s social-cultural, age and education level and applying the inductive-descriptive method and using the e-mail survey; he could confirm that the use of urban anglicisms is a fact that is growing up due to political and commercial influence of the English speaker countries. The author concluded his research confirming the hypothesis and recommends that due to this actual phenomenon is a fact, it is necessary to inform people about these linguistic expressions to get their correct use not to fall in false interpretations that affect language inter relationships.

García, J. (1997), in his study “Anglicismos morfosintácticos en la traducción periodística (Inglés-Español): Análisis y

clasificación” affirmed morph-syntactic anglicisms used in Spanish language have been favored in the many country journalisms´ daily use. In the research he used English, Spanish and American newspaper´s journalistic texts written in English and translated into Spanish through the inductive method and the techniques of synthesis and observation. From the research done it is clear that lexical anglicisms could be accepted but refusing morph-syntactic anglicisms which affect the Spanish language structure. It is better to protect the pureness of our language even though they enrich the Spanish language.

## RESULTS

### TABULACION CUALITATIVA

Table One

Variable: Cultural magazine

<b>Maga zine And Date</b>	<b>Anglicism s</b>	<b>Examples</b>	<b>Lexical Categor y</b>	<b>Word repetitio n number</b>	<b>Heading</b>	<b>Pa ge</b>
Tierra Verde, Enero 2010, Nro. 8	Folclor	Las artes y las letras, el folclor y la filosofía.	Noun	1	Para reflexionar	7
		...dedicada a la investigación del floclor, con la ...		1	De ébano tu piel, de palmera tu figura mujer universal, mujer afro esmeraldeña	52
	Internet	La televisión por cable y la internet nos acercan	Noun	1	El pasado remoto de Esmeraldas	23
	Liderazgo	Por eso se refuerza su certidumbre en el liderazgo de Carlos Concha.	Noun	1	La guerra sin dueño	56
	Master	Obtuvo su título de Master en Ciencias en la Universidad...	Noun	1	Pasiones a la sombra del Kremlim	51
LA CASA Número 1 2010	Beatnicks	Pelos largos, hippies o beatniks, formas de negación	Noun	1	CARLOS CATASSE, el oficio de crear	2
	Hippies	Pelos largos, hippies o beatniks, formas de negación	Noun	1	CARLOS CATASSE, el oficio de crear	2
	Club	La programación del Cine Club de nuestra Cinemateca	Noun	1	Editorial	5
	Land	Me refiero al arte minimalista, al land art, al body art,	Noun	1	Fernando López, el arte que no cesa	11

Body	Me refiero al arte minimalista, al land art, al body art,	Noun	1	Fernando López, el arte que no cesa	11
Art	Me refiero al arte minimalista, al land art, al body art,	Noun	2	Fernando López, el arte que no cesa	11
	Fueron hechos secuenciales de mayor o menor intensidad: el pop art	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
Performance	...instalaciones, performances, proposiciones	Noun	1	Fernando López, el arte que no cesa	11
	...realizan un incesante performance y...	Noun	1	Temblores de la palabra	30
Magister	Los magister litix pasaron a mejor vida	Noun	1	Fernando López, el arte que no cesa	12
Happenings	Qué le parecen los happenings?	Noun	1	Jaime Villa, pintor de los sentimientos	19
Pop	Fueron hechos secuenciales de mayor o menor intensidad: el pop art	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
Gay	Impuesto por Andy Warhol, el gay albino,	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
Punk	El clasicismo y lo popular; el punk y el rock de la nueva ola	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22



Rock	El clasicismo y lo popular; el punk y el rock de la nueva ola	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
	El reguetón ha ocupado el lugar del rock	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	25
Estatus	Para exornar el ridículo estatus de un grueso hacinamiento	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
Folclorismo	Más allá del folclorismo – destacado por algunos...	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	23
Top	Podría ser como una top model a la que no hay...	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	24
Reguetón	El reguetón ha ocupado el lugar del rock,	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	25
Links	Otra manera de ver el mundo, otros links con la sociedad,	Noun	2	Edwin Ulloa y sus memorias de agua de fuego	26 - 28
	...pueden servir de links entre los capítulos...	Noun			
Internet	...: El internet es uno de ellos	Noun	1	Poetry & Facebook: Poesía en red	34
Web	Podemos encontrar páginas web	Noun	2	Poetry & Facebook: Poesía en red	34
	Una serie páginas web donde coinciden...	Noun			

	Blog	Tiene un blog que, bajo la apariencia de revista...	Noun	2	Poetry & Facebook: Poesía en red	34
		...y los blogs literarios pueden...	Noun			
	New-age	Indigenismo milenarista, regodeos new-age	Noun	1	Poetry & Facebook: Poesía en red	34
	Corsetes	Nada de treguas, corsetes, carreños,...	Noun	1	Escribir para niños es como gritar viva la vida	36
	Set	Un set completo de arte,	Noun	1	Primer salón nacional de pintura de los museos de la CCE	44
	Ficción	Y el creador de ficciones que subsumen realidades	Noun	1	Borges y los maestros orales	48
		Para los textos de ficción	Noun	1	Parque que fue ayer	65
	Túnel	En el túnel de lo inexplicable	Noun	1	Fuegos grises	58
	Bond	Se volvió al tradicional bond	Noun	1	Parque que fue ayer	65
	Full	Que la edición incorpore el papel cuché full color	Adjective	1	Parque que fue ayer	66

Author: Pearly Vivar Cusme

Table Two

Variable: Scholarly magazines

<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
GESTION Enero 2010 # 187	Clósets	...proveedor de tableros, clósets, puertas y....	Noun	2	La crisis tiene distintas caras	23 - 25
		...productores de muebles de cocina y clósets,...	Noun			
	Campus	Quiere que reúna información sobre en cuántos campus universitarios en todo....	Noun	1	Conviértase en el líder de su jefe	26
	Estándares	...respecto a los estándares que se manejaban ...	Noun	1	La historia de la porcelana sanitaria ecuatoriana	34
		...para mantener los estándares de calidad...	Noun	1	Una franquicia en sitios turísticos	43
		...de alcanzar mejores estándares de vida.	Noun	1	Las más caras ciudades del mundo y las más baratas	48
	Estándar	...los patrones estándar de consumo...	Adjective	1	Las más caras ciudades del mundo y las más baratas	47
		...de bienes y servicios estándar para toda...	Adjective	1	Las más caras ciudades del mundo y las más baratas	50
	Estandariz	...de la	Verb	1	Las más	47

ar	capacidad de estandarizar patrones de calidad...			caras ciudades del mundo y las más baratas	
estandarización	La estandarización de los patrones de consumo...	Noun	2	Las más caras ciudades y las más baratas	50
	La estandarización es una poderosa...	Noun			
Stand by	...con las petroleras privadas está en <i>stand by</i> .	Verb	1	La producción de crudo baja	38
Pragmatismo	..., dominado por el pragmatismo de los empresarios.	Noun	1	Fusiones y adquisiciones: qué depara 2010?	40
Web	...desde la inscripción a un congreso o la creación de una página web,...	Noun	1	Agencias que buscan cubrir todos los frentes	43
	...bloquean los sitios web considerados dañinos...	noun	7	Más empresas bloquean redes sociales	66
	Los sitios web de redes sociales pueden...	Noun			
	...a los sitios web que sus empleados pueden...	Noun			
	...les dan a los sitios web que visitan...	Noun			
	En el bloqueo de sitios web de viajes,	Noun			
	...en distintos sitios web y sobre...	Noun			
	Al bloquear distintos tipos de sitios web,	Noun			
Marketing	El plan integral de	Noun			

	marketing para el turismo interno del Ecuador...				turismo nacional	
	...el apoyo de la Cámara al Plan Integral de Marketing	Noun				
Tranvía	....de desplazamiento de 10 Km (o 10 paradas) en bus, tranvía, trolebús o metro es de 1,10 euros.	Noun	1		Datos curiosos	49
Trole	...de desplazamiento de 10 Km (o 10 paradas) en bus, tranvía, trolebús o metro es de 1,10 euros	noun	1		Datos curiosos	49
Internet	...cine, restaurantes, conexión a Internet a alta velocidad,...	Noun	1		Datos curiosos	49
	En una publicación en la internet,...	Noun	1		Ecuador, el mejor país del mundo para los jubilados extranjeros	52
Rankings	En el ranking, Zurich se vuelve a destacar.....	Noun	2		Las más caras ciudades y las más baratas	50
	No olvidar: siempre relativizar los rankings.	Noun				
Shopings	...buenos <i>shopings</i> y todas las comodidades que podrían...	Noun	1		Ecuador, el mejor país del mundo para los jubilados extranjeros	52
Top	“es la ciudad que gana el Top Heaven (el mejor paraíso	Noun	1		Ecuador, el mejor país del mundo para los	53

	de todos)...			jubilados extranjeros	
Heaven	“es la ciudad que gana el Top Heaven (el mejor paraíso de todos)...	Noun	1	Ecuador, el mejor país del mundo para los jubilados extranjeros	53
Resorts	#Vivir en una ciudad de resorts como Puerto Vallarta es más caro ...	Noun	1	Ecuador, el mejor país del mundo para los jubilados extranjeros	54
Pop	... la preferencia por la música pop, clásica, rap y hip hop...	Noun	2		57
	La predilección de géneros como el pop,	Noun			
Hip-hop	... la preferencia por la música pop, clásica, rap y hip hop...	Noun	2		57
	...la música clásica y el hip-hop...	Noun			
Country	...en el caso de la música tradicional o country.	Noun	2		57
	...y country y tradicional (24%).	Noun			
Rap	...la influencia genética es mayor en la preferencia por la música pop, clásica, rap y hip hop	Noun	1		57
Jazz	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y tradicional	Noun	1		57
Blues	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y	noun	1		57

	tradicional				
Soul	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y tradicional	Noun	1		57
Rock	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y tradicional	Noun	1		57
Indie	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y tradicional	Noun	1		57
Heavy metal	...seguidas del jazz, el blues y el soul; el rock, indie y heavy metal, y country y tradicional	Noun	1		57
Crack	... el polvo inhalado y la cocaína de crack fumada...	Noun	1	Cannabis:legislación?	64
Software	...a través de ellos pueda entrar <i>software</i> malintencionados...	Noun	4	Más empresas bloquean redes sociales	66
	...por la posibilidad de contener <i>software</i> malintencionados,	Noun			
	...en la red en el llamado <i>Software de Servicio</i> , ScanSafe.	Noun			
	...exponer al negocio a los <i>software</i> malintencionados y,	Noun			
Líder	...hace poco	Adjectiv	1	Más	66

		por la empresa líder en seguridad en la red...	e		empresas bloquean redes sociales			
	Coctel	...y del presidente en cada coctel en el que se juntan...	Noun	1	Más empresas bloquean redes sociales	66		
GESTION Agosto 2010, # 1931	Rankings	Se publican los rankings de GESTION	Noun	2	Buzón	8		
		Su atención a nuestro ranking...	Noun					
	Quórum	No dieron el quórum necesario	Noun	1	Petroleras deberán renegociar contratos	10		
		:se comprobó el quórum	Noun	1	Países convertidos en marcas	23		
	Hardware	...que mezcla hardware y software,	Noun	1	La nueva plataforma	11		
	Software	...que mezcla hardware y software,	Noun	3	La nueva plataforma	11		
		Aplicaciones de software a terceros	Noun					
		Proveedores de software líderes como ...	Noun					
		, instalar software y actualizaciones,	Noun	3			Diez pautas para montar su negocio en la web	81 - 82
		Invertir en software de productividad ...	Noun					
...por medio de software comercial...		Noun						
Líderes	Proveedores de software líderes como ...	Noun	1	La nueva plataforma	11			
	...respecto al invasivo líder venezolano	Noun	1	Chile-Ecuador-Perú: Diplomacia a la carta	35			



		Empresa mundial líder en soluciones	Noun	1	Vida empresarial	14
		, dirigentes buenos y grandes líderes.	Noun	9	Por qué importan los tipos malos?	96
		, líderes más escrupulosos	Noun			
		Estos líderes no solo descuidan...	Noun			
		, el cambio de líder no...	Noun			
		-todos los líderes son...	Noun			
		...los buenos líderes y...	Noun			
		...y los grandes líderes.	Noun			
		...redundantes a los buenos líderes.	Noun			
		, los líderes pueden...	Noun			
	Chats	Internet, chat y redes sociales	Noun			
		, realizar chats,	Noun	1	Diez pautas para montar su negocio en la web	81
	Web	Permite navegación web y WAP	Noun	1	Vida empresarial	14
		Según la página web de la Senami,	Noun	1	Migrantes ecuatorianos	23
		...en la página web la lista de asistencia,	Noun	1	Países convertidos en marcas	32
		...en centenares de páginas web...	Noun	3	El socialismo del siglo XXI nunca podrá funcionar	72 - 77
		...originalmente en el sitio web de ...	Noun			
		...para que se lo compruebe en el sitio web.	Noun			
		...podrían encontrar en la web...	Noun	25	Diez pautas para montar su negocio en la web	80 - 82
		...empieza a	Noun			

		aprovechar la web para..			
		...hacer negocios en la web...	Noun		
		...con un lindo sitio web...	Noun		
		...las búsquedas por la web.	Noun		
		...en línea más popular en la web,	Noun		
		; el sitio web debe nacer...	Noun		
		...del sitio importante web es,	Noun		
		...una plataforma web flexible,	Noun		
		El sitio web crezca...	Noun		
		...montar un sitio web,	Noun		
		...empresas de diseño y desarrollo web,	Noun		
		...crear sitios web públicos...	Noun		
		...dentro del sitio web,	Noun		
		...daños que le ocasionen al sitio web.	Noun		
		...monetización de blogs y sitios web	Noun		
		...gran cantidad de sitios web?	Noun		
		Aquí los buscadores web,	Noun		
		...optimización del sitio web...	Noun		
		...y sitios web en general.	Noun		
		...búsquedas en la web...	Noun		
		...grandes ventajas en la web,	Noun		

	Con el sitio web,...	Noun			
	...optimizador de sitios web.	Noun			
	De su sitio web y tomar...	Noun			
	Su sitio web se llama...	Noun	1	Nos comentan que...	86
Bar	Cerramiento, aulas, bar, agua de pozo...	Noun	1	Vida empresarial	14
Boom	Y sostener el boom económico después de la guerra...	Noun	1	Migrantes ecuatorianos	20
	El boom de estas actividades...	Noun	1	Un análisis sobre la dolarización, la bonanza y la crisis	39
	...el subsiguiente boom petrolero,...	Noun	1	Por qué importan los tipos malos?	96
Marketing	Esta estrategia de marketing...	Noun	5	Países convertidos en marcas	26 - 29
	La estrategia de marketing llamada...	Noun			
	...realizar trabajos de marketing..	Noun			
	...esta aventura del marketing.	Noun			
	...un plan de marketing integral.	Noun			
	...y también número uno en buzz marketing.	Noun	2	Adidas vs. Nike: una batalla mundial	69 - 70
	Una estrategia llamada ambush marketing o mercadeo de emboscada.	Noun			
Fútbol	...el carnaval y el fútbol.	Noun	1	Países convertidos en marcas	27

	...titular de un equipo de fútbol americano.	Noun	1	Sea agradecido con su competencia más dura	66
	...que presenciaron el Mundial de Fútbol...	Noun	5	Adidas vs. Nike: una batalla mundial	68 - 70
	...antes que arrancase el Mundial de Fútbol en ...	Noun			
	...en las canchas para el Mundial de Fútbol...	Noun			
	, año en el cual se desarrolló el Mundial de Fútbol en...	Noun			
	, la belleza del fútbol se esconde en su imprevisibilidad.	Noun			
Merchandise	...y a través de material merchandising	Adjective			
Eslogan	El eslogan escogido fue:...	Noun	2	Países convertidos en marcas	28 - 29
	Un ícono y un eslogan	Noun			
	Nike lanzó una campaña con el eslogan...	Noun	1	Adidas vs Nike: una batalla mundial	70
Resorts	Donde hay resorts como los que hay en...	Noun	1	Países convertidos en marcas	28
Commodities	Los precios de todos los commodities agrícolas que...	Noun	1	Un análisis sobre la dolarización, la bonanza y la crisis	40
Récords	...sus ventas rompían récords...	Noun	1	Un análisis sobre la dolarización, la bonanza y la crisis	40
Management	A pesar de que la teoría del management	Noun	1	Un análisis sobre la dolarización	40

	dice...				, la bonanza y la crisis	
Shock	No hay crisis porque no hay shock tecnológico	Noun	1		Ética, economía, política y crisis	46
Balances	Por prevenir con instituciones y tantos checks and balances,	Noun	1		Ética, economía, política y crisis	48
Checks	Por prevenir con instituciones y tantos checks and balances,	Noun	1		Ética, economía, política y crisis	48
Overnigth	Pues esta se relaciona con plazos overnigth y en alguna...	Adjective	1		Ni reservas ni liquidas ni disponibles	54
Estándares	Tiene indicadores estándares de solvencia y liquidez,	Noun	1		Ni reservas ni liquidas ni disponibles	55
	, a que eleve sus estándares	Noun	1		Sea agradecido con su competencia más dura	66
Benchmarking	Compárese con sus competidores, haga "benchmarking".	Noun	2		Sea agradecido con su competencia más dura	66
	...y haga benchmarking con competidores que realicen...	Noun				
Futbolístico	(que incluyen ventas de ropa y equipo futbolístico)	Adjective	1		Adidas vs. Nike: una batalla mundial	69
Buzz	...y también número uno en buzz marketing...	Noun	1		Adidas vs. Nike: una batalla mundial	69
Ambush	Una estrategia llamada ambush marketing o mercadeo de	Noun	1		Adidas vs. Nike: una batalla mundial	70

		emboscada.				
	Sponsors	, haciendo valer la apuesta de sus sponsors.	Noun	1	Adidas vs. Nike: una batalla mundial	70
	Blogs	...monetización de blogs y sitios web,	Noun	2	Diez pautas para montar su negocio en la web	82
		...en buscadores como en blogs,	Noun			
	Gadget	...un pequeño gadget traductor...	Noun	1	Diez pautas para montar su negocio en la web	82
	Offline	...en el mundo offline esto resulta...	Noun	1	Diez pautas para montar su negocio en la web	82
	e-mails	Para mandar e-mails	Noun	1	Nos comentan que...	86
	Top	...de los actuales top 10 ha mejorado...	Noun	1	El índice de Estados Fallidos	92

Author: Pearly Vivar Cusme

Table Three

Variable: General interest magazines

<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
HOGAR, Nro. 552/ Agosto 2010	Tops	La nueva colección incluye tops,...	Noun	1	Britney y la moda	12
	Fútbol	...con el jugador de fútbol...	Noun	1	De la moda al fútbol	18
		...con el club de fútbol inglés Chelsea...	Noun	1	De la moda al fútbol	18
		...como el campeón de fútbol de Sudáfrica 2010	Noun	3	La realeza española está de fiesta	154 - 155
		...de que la final del mundial de fútbol se haya...	Noun			
		...dejarse llevar por la pasión del fútbol,	Noun			
		Futbolista	La artista y el futbolista...	Noun	1	Perfume musical
	, mi novio futbolista de aquel entonces.		Noun	1	El Pichurrito	22
	Look	...con el look que nos tiene acostumbrados	Noun	1	El maquillaje ayuda	16

	...complementar looks que van desde lo formal...	Noun	1	Super trendy	58
	...ayuden a acentuar el look	Noun	1	Plus Size	63
	...pueden cambiar totalmente tu look	Noun	1	Especial mamá	83
Club	...con el club de fútbol inglés Chelsea...	Noun	1	De la moda al fútbol	18
Hippie	, con la pinta de hippie sesentero calvo,	Noun	1	El Pichurrito	22
Shampoo	Al momento de aplicar el shampoo hazlo sobre...	Noun	1	Cómo obtener un pelo liso?	24
	Shampoo y acondicionador de preferencia de línea...	Noun	1	Tus infaltables!	30
Líderes	...que han seguido los líderes y sus...	Noun	1	Libros	26
Clip	... con un granate sobre el clip.	Noun	1	No puedo vivir sin...	28
Splash	... en una línea de splash que puede...	Noun	1	No puedo vivir sin...	28
Dial	..., dial cuyas líneas verticales...	Noun	1	No puedo vivir sin...	28
Espray	Espray fijador y espray de brillo para fijar...	Noun	2	Tus infaltables!	30
Tissues	Pañuelos o tissues lego de lavarte la cara,	Noun	1	Tus infaltables!	30
Lounge	Se existe un lounge que	Noun	1	Ojo con los modales	32



	precede ...				
Straples	El modelo era straples, con color ivory,	Noun	1	La lujosa bosa de Chelsea	37
	...un solo hombro o straples.	Noun	1	Plus Size	66
Ívory	El modelo era straples, con color ivory,	Adjective	1	La lujosa bosa de Chelsea	37
Esmoquin	El novio lució un esmoquin hecho...	Noun	1	La lujosa boda de Chelsea	37
Estrés	...una forma de liberar el estrés, ...	Noun	1	Olga Doumet: El alma de la moda	42
	, la raza e, inclusive el stress.	Noun	1	Cara a cara con el acné	113
Marketing	He trabajado en Marketing y	Noun	1	Olga Doumet: El alma de la moda	42
Cóctel	...basada en trajes de cóctel,..	Noun	1	Olga Doumet: El alma de la moda	42
	...y todo tipo de cocteles le aportan...	Noun	1	Alcoholoxia: enemiga mortal	125
Staff	Perú fue parte del staff de un grupo...	Noun	1	Teresa Abarca: Apasionada del diseño	47
Nylon	, hechos en nylon y cuero de Rusia, ...	Noun	1	Longchamp. Practicidad y glamour	49
Print	...clásicas del animal print como el café...	Adjective	1	Super trendy	60
	... elementos en animal print...	Adjective	1	Plus Size	63

	Fashion	...que luzcas radiante y fashion...	noun	1	Plus Size	62
		...contraste y un toque fashion para...	Adjective	1	Descanso con estilo	90
	Fashionista	Serás toda una fashionista.	noun	1	Especial mamá	83
	Leggins	... y leggins de textura de imitación...	Noun	1	Plus Size	62
	Short	...falda, short o capri.	Noun	1	Plus Size	65
	Jumpsuit	El jumpsuit sigue de moda.	Noun	1	Plus Size	66
		...en chaquetas pueden ser a cuadros.	Noun	1	Hombres con estilo	85
	Clutch	, las carteras clutch y los zapatos...	Adjective	1	Especial mamá	83
	Blazer	, blazer azul, pantalones...	Noun	1	Hombres con estilo	85
	Must	...de rayas y de cuadros son un must.	Noun	1	Hombres con estilo	85
	Puff	El edredón a juego con el puff y la....	Noun	1	Descanso con estilo	90
	Chatear	...por teléfono, de chatear hasta altas...	Verb	1	De ilusiones también vive el sexo	152
VISTAZO Nro. 1032 Agosto 19 2010	Show	, fue a un show donde escribió...	Noun	1	La triste historia de Horace Wells	10
	Ranking	Angelini estuvo en el ranking Forbes de los hombres	Noun	1	Terpel con combustible chileno	12
	Club	...por	Noun	1	Restituído	15

		irrespetar los estatutos del club y...				
Shock		...más pequeña y el shock menos grave.	Noun	1	Y volver, volver, volver	18
Call		, el tercero gerencia un call center que ofrece...	Noun	1	Y volver, volver, volver	18
Center		, el tercero gerencia un call center que ofrece...	Noun	1	Y volver, volver, volver	18
Top		... integraban el top ten de deudores de Filanbanco.	Noun	1	Frente a la justicia	20
Ten		... integraban el top ten de deudores de Filanbanco.	Noun	1	Frente a la justicia	20
Liderazgo		, que sí saben del liderazgo de Bucaram	Noun	1	Bucaram es el Madela blanco	33
		... a consolidar su liderazgo en el mercado...	Noun	1	Productos & Servicios	94
Líder		...perseguido político y líder del pueblo...	Noun	1	Bucaram es el Madela blanco	33
		...están algunos líderes de las FARC,	Noun	1	Mejoran las relaciones	36
		NIVEA, líder mundial en ciudadano ...	Noun	2	Productos & Servicios	94
		, empresa líder en tecnología...	Adjective			
Liderado		...comunitario interreligioso liderado por	Verb	1	La casa de Córdoba	40

	...				
Crack	...se transforman en crack de cocaína.	Noun	1	El brujo traficante que coronó a Evo	39
Black	...por los derechos civiles y el "black power" hace décadas.	Noun	1	La casa de Córdoba	40
Power	...por los derechos civiles y el "black power" hace décadas.	Noun	1	La casa de Córdoba	40
Estresados	...esto implica que no viven estresados con el tiempo...	Verb	1	Costumbres morlacas	58
Fashionista	...se precia de ser su ciudad más fashionista.	Adjective	1	La fiesta de la moda	64
Fashion	...charlas alusivas al mundo fashion.	Adjective	1	La fiesta de la moda	64
Light	...esta industria como algo light o de farándula.	Noun	1	La fiesta de la moda	65
Showroom	Fue un gran showroom más que moda.	Noun	1	La fiesta de la moda	66
Estándares	...cumplen con los estándares de calidad.	Noun	1	Con sello internacional	69
e-readers	...el avance que los e-readers o lectores de libros	Noun	3	Dónde leer en digital?	70-71

	electrónicos,				
	, la mayoría de e-readers ofrece...	Noun			
	Este e-reader tiene una pantalla...	Noun			
Pixeles	...con resolución de 480x360 pixeles.	Noun	1	Nueva familia de RIM	71
Megapixeles	...una cámara de cinco megapixeles ...	Noun	1	Nueva familia de RIM	71
Flash	...una cámara de cinco megapixeles con flash y...	Noun	1	Nueva familia de RIM	71
Thriller	Se trata de un thriller social cuyo...	Noun	1	Martina con rabia latina	73
Royalty	...a ser considerada como una royalty.	Noun	1	La boda real norteamericana	74
Golf	...entraban en carritos de golf.	Noun	1	La boda real norteamericana	75
Brackets	, famosa por sus brackets y ojos saltones,	Noun	1	La boda real norteamericana	75
Look	...se hizo un cambio de look,	Noun	1	La boda real norteamericana	75
stand	...y comisario del stand en la exposición...	Noun	1	Las mujeres de Perugachi	76
Western	...y emblemáticas	Noun	1	Descubriendo a Clint	78

		del western.			Eastwood	
Filmicas	...profundizar án las influencias filmicas y...	Adjective	1		Descubriendo a Clint Eastwood	78
Jazz	...musical variado: clásica, jazz, klezmer, pop, rock latino, etc.	Noun	1		Músicos sin fronteras	78
Pop	...musical variado: clásica, jazz, klezmer, pop, rock latino, etc.	Noun	1		Músicos sin fronteras	78
Rock	...musical variado: clásica, jazz, klezmer, pop, rock latino, etc.	Noun	1		Músicos sin fronteras	78
Fans	...a sus fans a lo largo de ...	Noun	1		Tokio Hotel	79
Bull	Bull shit como dirían los gringos.	Noun	1		Homo, sexualidad y represión	80
Shit	Bull shit como dirían los gringos.	Noun	1		Homo, sexualidad y represión	80
Gay	...que no sea trágico sino cómico ser gay.	Noun	1		Homo, sexualidad y represión	80
Queer	...defendió la teoría y la postura queer.	Adjective	1		Homo, sexualidad y represión	80
	Pobres queers, tan cerca ...	Noun	1		Homo, sexualidad y represión	80
Main stream	...imágenes escatológicas con que el mainstraim (gusto,	Noun	1		Homo, sexualidad y represión	80

		cultura...				
Marketing	Fausto Alvarez, gerente de Marketing,	Noun	2	NOTI EMPRESAS	90	
	Jennifer Franco, coordinadora de Marketing,	Noun				
Manager	Rodolfo Moreira, Category manager,	Noun	1	NOTI EMPRESAS	90	
	Roberto Landivar, brand manager,	Noun	1	NOTI EMPRESAS	92	
blogueros	, y contó con la participación de blogueros, twitteros,...	Noun	1	NOKIA TALK COLOMBIA	90	
Twitteros	, y contó con la participación de blogueros, twitteros,...	Noun	1	NOKIA TALK COLOMBIA	90	
Lobby	...se inauguró en el lobby un chalet suizo,	Noun	1	NOTI EMPRESAS	92	
Brand	Roberto Landivar, brand manager,	Noun	1	NOTI EMPRESAS	92	

Author: Pearly Vivar Cusme

## TABULACION CUANTITATIVA

Table Four

The most frequent Anglicisms (in all variables)

<b>Anglicisms</b>	<b>Word repetition number</b>
Ambush	1
Art	3
Balances	1
Bar	1
Beatnicks	1
Benckmarking	2
Black	1
Blazer	1
Blogs	4
Blogueros	1
Blues	1
Body	1
Bond	1
Boom	3
Brackets	1
Brand	1
Bull	1
Buzz	1
Call	1
Campus	1
Center	1
Chats	2
Chatear	1
Checks	1
Clip	1
Closets	2
Club	3
Clutch	1
Coctel	3
Commodities	1
Corsetes	1
Country	2
Crack	2
Dial	1
e-mails	1
e-readers	3
Eslogan	3
Esmoquin	1
Espray	2
Estandar	2
Estándares	6



Estandarización	2
Estandarizar	1
Estatus	1
Estrés	2
Estresados	1
Fans	1
Fashion	3
Fashionista	2
Ficción	2
Filmicas	1
Flash	1
Folclor	2
Folclorismo	1
Full	1
Fútbol	12
Futbolista	2
Futbolístico	1
Gadget	1
Gay	2
Golf	1
happenings	1
Hardware	1
Heaven	1
Heavy-metal	1
Hip-hop	2
Hippies	2
Indie	1
Internet	4
Ivory	1
Jazz	2
Jumpsuit	1
Land	1
Leggins	1
Líder	18
Liderado	1
Liderazgo	3
Light	1
Links	2
Lobby	1
Look	5
Lounge	1
Magister	1
Mainstream	1
Management	1
Manager	2
Marketing	12
Master	1
Megapíxeles	1

Merchadising	1
Must	1
New-age	1
Nylon	1
Offline	1
Overnights	1
Performance	2
Pixeles	1
Pop	4
Power	1
Pragmatismo	1
Print	2
Puff	1
Punk	1
Queer	2
Rankings	5
Rap	1
Récords	1
Reguetón	1
Resorts	1
Rock	4
Royalty	1
Set	1
Shampoo	2
Shit	1
Shock	2
Shopings	1
Short	1
Show	1
Showroom	1
Software	10
Sould	1
Splash	1
Sponsors	1
Staff	1
Stand	1
Stand by	1
Straples	2
Ten	1
Thriller	1
Tissues	1
Top	3
Tops	1
Tranvía	1
Trole	1
Túnel	1
Twitteres	1
Web	42

Western	1
Total: 165 anglicisms	295

Author: Pearly Vivar

Table Five

Comparison between variables

	<b>Variable</b>	<b>f</b>	<b>%</b>
Anglicisms	Cultural Magazines	41	13.90
	Scholarly magazines	150	50.85
	General interest magazines	104	35.25
	<b>Total</b>	<b>295</b>	<b>100</b>

Author: Pearly Vivar Cusme

## **Description, Analysis, and Interpretation of Results**

### ***Linguistic Analysis***

This section has a descriptive and qualitative analysis of the thirty more representative anglicisms found in this investigation.

For this reason the linguistic analysis of each one of the anglicisms contains a syntactical and semantic analysis, grammatical function and its meaning in the context found; as well as its morphological analysis, this means the changes or adaptations that have had these words in Spanish.

It will try to discover the existence of anglicisms that have an equivalent term in Spanish and why, sometimes, these are preferably used.

Whether the Anglicism has replaced a term in Spanish and the word is accepted by the RAE or if the word is commonly used in Spanish although it has not been accepted.

After the qualitative analysis, the comparative analysis is going to be done to see the frequency and number of Anglicisms.

## **Web**

In English the main function is as a noun, but also it is used as a verb. As noun its meaning depends on the context it is used: a fabric on a loom or in process of being removed from a loom, also means a network of silken thread spun especially by the larvae of various insects and usually serving as a nest or shelter. And when it is capitalized WEB means WORLD WIDE WEB.

As intransitive verb this word means to construct or form a web and as transitive verb refers to cover with a web or network.

In Spanish Web is used just as a noun and its meaning is applied to technology or computing:

*“red informática” “página web”/ “Podemos encontrar páginas web...”*

This term comes from Middle English, from Old English; akin to Old Norse *vefr* web, Old English *wefan* to weave and its first known use was before the 12th century.

It is accepted by the RAE but although this term has its equivalence in Spanish, “Web” has replaced the Word “Red” when we want to refer to technology and computing to avoid the confusion with the yarn instrument that is used in different activities.

In Spanish, this term is usually used in English but not capitalized (Web) as in English language (WEB).

The term WEB does not deteriorate the Spanish language because it is a computing term and there isn't another term or equivalent in this context.

### **Líderes**

The main function of this word in English is as a noun. The Western Dictionary does not have its origin, but the first known use of LEADER was on the 14th century.

Leader is the person who leads, a person who has commanding authority or influence.

In our language this word has the same function as in English but it has suffered morphological changes from LEADER to Líder.

*“dirigentes buenos y grandes líderes”*

It is also used as adjective (líder) *“...hace poco por la empresa líder en seguridad en la red...”*.

As a noun-thing that leads something (liderazgo) *“por eso se refuerza su certidumbre en el liderazgo de Carlos Concha”*.

And as verb (liderar) *“...comunitario interreligioso liderado por...”*.

This term has been accepted by the RAE and means *“Guía; persona a la que un grupo sigue reconociéndola como jefe”*, but the words “Líder” and “Guide” are sometimes used in different contexts: leader and all its morphological changes in Spanish refer to the person who has authority; and a guide is for example a tourism guide, someone who guides a group.

This word has deteriorated our language due to the confusion that sometimes exists between the words líder and guía, previously analyzed.

### **Marketing**

Marketing is the act or process of selling or purchasing in a market; this means the process or technique of promoting, selling, and distributing a product or service. Its function in English is as a noun and the Western Dictionary does not precise its origin although the first known use was in 1561.

*“El plan integral de marketing para el turismo interno del Ecuador”.*

This word in Spanish means “Mercadotecnia” having the same function and meaning as in its natal language: to show commerce, market, business.

Although it is recognized by the RAE and has equivalence in our language this word is very common. It is used instead of “Mercadotecnia”, because it is an economical term.

This term is commonly used in scholarly magazines, banks, universities, by people, etc; that is why does not deteriorate the Spanish language.

## **Fútbol**

This word that travels around the world was known in the 15th century and its function is as a noun. The Western Dictionary does not precise its origin but it is certain Football was born in England.

Football is one of several games played between two teams on a rectangular field having goalposts at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking.

*“en las canchas para el mundial de fútbol.”*

This Word has been accepted by the RAE with the same function and meaning as in English. Fútbol has suffered morphological changes:

From Football to “futbol or Fútbol” depending on the place where the term is used. It is also used as adjective “futbolístico” *“se vive un ambiente futbolístico”*, the person who practice the football “futbolista” *“mi novio futbolista”*, or as participle verb “futbolizado” *“El mundo se ha futbolizado con el mundial”*.

This Word is frequently used in English as well as in Spanish and it enriches our language due Football is an international sport and the groups of words related to it are known around the world in their natal language. This word does not deteriorate our language because there isn't another term in Spanish to replace it.



## **Software**

This technological term that works as a noun in English had its beginnings in 1958.

It is something used or associated with and usually contrasted with hardware as the entire set of programs, procedures, and related documentation associated with a system, especially a computer system; specifically computer programs. They are materials for use with audiovisual equipment.

*“...a través de ellos pueda entrar software malintencionado...”*

It is a “Conjunto de programas, instrucciones y reglas informáticas para ejecutar ciertas tareas en una computadora” in Spanish, with the same function as in English. This anglicism is common in all the technological themes written in the magazines because it is the medullar part in a computer.

Accepted by the RAE, this word does not have a suitable translation to its context in Spanish. Even though it is not exactly the same, this word may be replaced by expressions such as “programas” or “aplicaciones” (computing). However, this term enriches our language because it is a computing term.

### ***Estándares***

The term standard functions as a noun and an adjective in English.

This word comes from the Middle English, from Anglo-French *estandard* banner, standard, of Germanic origin; akin to Old English *standan* to stand and probably to Old High German *hart* hard Its First Known use was in the 12th century.

As noun refers to a conspicuous object (as a banner) formerly carried at the top of a pole and used to mark a rallying point especially in battle, to serve as an emblem. Also it is something that set up and established by authority as a rule for the measure of quantity, weight, extent, value, or quality”.

As an Adjective this word means size, model.

This word has been recognized by the RAE changing morphologically from Standard to Estándar and has different meaning according to its context, so:

As noun, it means tipo, modelo, patrón, nivel. Estándar de vida. *“de alcanzar mejores estándares de vida”.*

*“...respecto a los estándares que se manejaban...”*

As Adjective, it means Que sirve como tipo, modelo, norma, patrón o referencia. *“...los patrones estándar de consumo”*

As verb, it refers how we level the quality of something. *“...de la capacidad de estandarizar patrones de calidad”*

Standard has its equivalence in our language: “nivel”, “modo” and “calidad” and consequently these terms have been replaced by “estándar” when we refer to the level, quality or way of living that is why the term Standard deteriorates the Spanish language.

### **Look**

This word has as main function being a verb, but sometimes it is used as a noun.

As verb this word means “to make sure or take care (that something is done), to exercise the power of vision upon, EXPECT, ANTICIPATE , to have an appearance that befits, to exercise the power of vision: SEE

It comes from Middle English, from Old English *lōcian*; akin to Old Saxon *lōcōn* to look. Its first known use was before the 12th century.

The term *Look* as noun refers in general a facial expression, (in fashion) style.

*“... con el look que nos tiene acostumbrados...”*

Although this word has been accepted by the RAE it will be left out in the twenty third edition of the DRAE.

In Spanish this word has the same function (noun) and meaning as in English and refers to “Imagen o aspecto de las personas o de las cosas”, especially if it responds to a different

intention. This means that its lexical function in Spanish does not change from its original function.

When in Spanish we talk about “look” we refer to the appearance of the people, for this reason this term has replaced the Spanish word “imagen” and consequently it deteriorates our language.

### **Rankings**

The term *Ranking* works as an adjective in English that means having a high position, but in Spanish this term works as a noun, for example:

*“En el ranking, Zurich se vuelve a destacar...”*

It has not been defined its origin, but its first use began from 1847 up to now.

This word has been recognized by the RAE and has had morphological changes because has been pluralized (rankings).

By the way, the equivalent word into Spanish is “rango”, “escalafón” and means “Clasificación de mayor a menor”, useful to establish an appraisal criterion.

This word in our language is very common when we want to talk about the classification from the lowest to the highest of the music, artists, sports, etc.

In my point of view, this term does not deteriorate the Spanish language because it is just used in specific classifications.

### ***Internet***

This interesting word functions as a noun in English. It is an electronic communication network that connects computer networks and organizational computer facilities around the world.

Some authors in the sources investigated differ in the year of its first known use (1985, 1961), but something it's sure, it was in USA where the first document about the commutation theory was done and the first computer was connected to a network through a telephone line.

Internet is a new article in the advance of the twenty third edition of the DRAE and it is not recognized as an Anglicism.

Its function and meaning are the same as in its mother tongue "Red informática mundial, descentralizada, formada por la conexión directa entre computadores y ordenadores mediante un protocolo especial de comunicación".

It is important to say that both in written English as in written Spanish this word is capitalized.

Being a computing term, this term has enriched our language because it has connected people around the world thanks to its services and there isn't an equivalent term.

## **Blog**

It is a Web site that contains an online personal journal with reflections, comments, and often hyperlinks. It is a short way for Weblog that functions as noun. It has been recently known in 1999. As noun also has other context: blogging (the noun-thing) and blogger (the person).

*“Tiene un blog que, bajo apariencia de revista...”*

This word has adapted to the necessities of our language changing its morphology, from Bloggers to Blogueros for example.

Although this term has not been recognized by the RAE it is very usual in Spanish in computing area. For this reason we can find words as “Blogueros” “...y contó con la participación de blogueros y twitteros...” in some articles into the magazines.

The term *Blog* does not deteriorate our language because it is a commonly used computing term into technological language and there isn't any equivalent term.

## **Chatear**

This word functions as a verb and as a noun in English. It comes from the Middle English chatten, short for chatteren. It was known in the 15th century.

As noun, it refers to an online discussion in a chat room; *also* an instance of such discussion.

As verb, it means to talk in an informal or familiar manner, to take part in an online discussion in a chat room.

*“...por teléfono, de chatear hasta altas horas de la noche...”*

This word does not exist in the DRAE, but its use is very common as verb and as noun in Spanish in the technological and computing area.

The most remarkable morphological change is as verb: from Chat to Chatear, also we can find this word as a noun.

*“Internet, chat y redes sociales...”*

As a computing term, “Chatear” has not deteriorated our language; otherwise this enriches it, because we can consider Chatear as a synonymous of “to talk” just in the WEB.

## **Top**

This word functions as a noun in English, as well as an adjective and verb. It is the highest point, level, or part of something, the head or top of the head, the head of a plant, a garment worn on the upper body, the highest or uppermost region or part, the upper end, edge, or surface, as noun.

As verb it is used in order to say to remove or cut the top of the plants, to cover with a top or on the top.

Moreover, as an adjective means the highest quality, amount or degree.

It has its origin in the Middle English, from Old English; akin to Old High German *zopf* tip, tuft of hair, Known before the 12th century.

In the DRAE this word has two meanings:

The first one comes from TO STOP and functions as interjection.

The second use is as a noun and means “the piece of cloth upper the body”.

However we use TOP as an adjective to describe mostly the highest point in a list of music, sport, winners, etc.

*“Es la ciudad que gana el Top Heaven (el mejor paraíso del todos)”*

This word has not changed on its morphological context but it is used in a context that is not recognized by the RAE.

In my point of view this word does not deteriorate our language because there isn't any specific and equivalent word to describe exactly its meaning.

### ***Eslogan***

A word or phrase used to express a characteristic position or stand or a goal to be achieved, a brief attention-getting phrase used in advertising or promotion that functions as noun.

Its origin is an alteration of earlier *slogorn*, from Scottish Gaelic *sluagh-ghairm*, from *sluagh* army, host + *gairm* cry and known use in 1513.



Although this word does not come from Middle English, Old-English or American English, it is accepted by the RAE as an anglicism with the same function as in English and means “Fórmula breve y original”, used for publicity, political advertising, etc.,

*“El eslogan escogido fue...”*

This term has had a morphological change from Slogan to Eslogan but has not replaced any term in Spanish.

It is common to write this term as in Spanish as in English. Therefore it does not deteriorate our language.

### **Sponsor**

This term works as a noun in English and it is the person or the organization that pays for or plans and carries out a project or activity; especially one that pays the cost of a radio or television program usually in return for advertising time during its course . Also as verb means to be or stand sponsor for.

Although this word comes from Late Latin, from Latin, guarantor, surety, from *spondere* to promise — more at SPOUSE and its first known use was in 1651 it is recognized by the RAE as an English term that means “fiador, patrocinador, persona que patrocina una actividad ”. However this word is going to leave out in the next edition of the DRAE.

*“haciendo valer la apuesta de sus sponsors”*

It has had a morphological change from Sponsor to Esponsor and functions also as a noun.

This anglicism has replaced words such as “patrocinador” in Spanish. Therefore this term deteriorates our language.

### **Cóctel**

It is used as a noun in English. Its definition is an iced drink of wine or distilled liquor mixed with flavoring ingredients. It is something resembling or suggesting such a drink as being a mixture of often diverse elements or ingredients. It is a mixture of agents usually in solution that is taken or used together especially for medical treatment or diagnosis. An appetizer served as a first course at a meal.

It is also an adjective designed for semiformal wear “a *cocktail* dress”, relating to, or set aside for cocktails “a *cocktail* hour”.

Its origin has not been explained by the Merriam Western Dictionary, probably comes from <sup>1</sup>cock + tail and the earliest known printed use of *cocktail* was in *The Farmer’s Cabinet* on April 28, 1803: “*Drank a glass of cocktail-excellent for the head...*”. The earliest definition of cocktail was in the May 13, 1806, edition of the *Balance and Columbian Repository*, a publication in Hudson, New York, in which an answer was provided to the question, “What is a cocktail?” “*...basada en trajes de cóctel...*”

It is accepted by the RAE as a noun, but it is also used as adjective. In Spanish it has the same meaning as in English “Bebida compuesta de una mezcla de licores a la que se añaden por lo común otros ingredientes”.

This anglicism has changed morphologically from Cocktail to “Cóctel, Coctel, Cocteles” and it is written as well in English as in Spanish without replace any word in Spanish. For this reason, this word does not deteriorate our language.

### ***Estrés***

It means a physical, chemical, or emotional factor that causes bodily or mental tension and may be a factor in disease causation when this word is used as a noun.

When it is used as a verb it means to subject to physical or psychological stress “stressing the equipment”.

This word has its origin in the Middle English stresse stress, distress, short for destresse, this word was known in the 14th century.

*“...una forma de liberar el estrés...”*

It has had some morphological changes; as noun from Stress to Estrés, as adjective “estresado”, and as verb “estresar”.

*“...esto implica que no vivan estresados con el tiempo...”*

The RAE recognizes this word as an anglicism that means “Tension originated by stressing situations which originates psychometric reactions or psychological disorders, sometimes grave”.

It neither has replaced any word nor has equivalence in Spanish and it is commonly used in English as well as in Spanish. Therefore, it does not deteriorate our language.

### **Staff**

This word functions as a noun. Its meaning is a long stick carried in the hand for support in walking and in plural staffs are the officers chiefly responsible for the internal operations of an institution or business. It also means: the personnel who assist a director in carrying out an assigned task.

But also as transitive verb refers to supply with a staff or with workers or to serve as a staff member of an organization *staffed* by volunteers.

It comes from the Middle English staf, from Old English stæf; akin to Old High German stab staff, Sanskrit stabhnāti he supports. Its first known use was before the 12th century.

*“Perú fue parte del staff de un grupo...”*

It has not been recognized as an anglicism by the RAE and it has not changed morphologically.

Staff is commonly used as a noun in Spanish when we want to refer to a group of people working in a general area as explained in

the following example: “*equipo de trabajo, de maestros, colaboradores*”.

I think this word deteriorates the Spanish language because has replaced words “grupo” or “equipo”.

### **Light**

This word has three main functions: noun, adjective and verb.

As a noun between other meanings it is something that makes vision possible.

As an adjective this word means having a little weight, not heavy.

As a verb it means to become light.

It comes from the Middle English, from Old English *lēoht*; akin to Old High German *liohht* light, Latin *luc-*, *lux* light, *lucēre* to shine, Greek *leukos* white. Its first known use was before 12th century.

“...*esta industria como algo light o de farándula...*”

In Spanish this term is used as an adjective and has been recognized by the RAE and its meaning is “Que ha perdido parte de sus caracteres esenciales”.

Also it is recognized as a noun: “Bebida o alimento elaborado con menos calorías de las habituales”, and “Dicho de un cigarrillo que se presenta como portador de menos elementos nocivos”.

This term has not had any morphological changes; it has the same use as in English.

This word is related to everything that means to lose weight and it does not have any equivalent term. Consequently, it does not deteriorate the Spanish language.

### **Club**

This word has two specific functions: noun and verb.

As noun-thing it refers to a heavy usually tapering staff especially of wood wielded as a weapon, a stick or bat used to hit a ball in any of various games. It is also an association of people for some common object and characteristic usually jointly supported and met periodically. It is the meeting place of a club.

As a verb it is to unite or combine for a common cause.

It has its origin from the Middle English clubbe, from Old Norse klubba; akin to Old High German kolbo club. Its first known use was in the 13th century.

*“...con el club de fútbol inglés Chelsea...”*

It is recognized by the RAE. In Spanish its function is as a noun and has the same meaning as in English: “Sociedad fundada por un grupo de personas con intereses comunes” and dedicated to different activities, especially cultural, sporting, or entertaining or “A place where the members of these societies are joined” and “Entertaining place where people drink and dance and where some musical shows, especially at night are offered”

This term neither has had morphological changes nor has replaced any term in Spanish. Therefore, *Club* does not deteriorate our language.

### ***Mánager***

It is a word that functions as a noun.

Manager is a person who manages, conducts business or household affairs, a person whose work or profession is management, a person who directs a team or athlete, a student who in scholastic or collegiate sports supervises equipment and records under the direction of a coach.

The Western Merriam Dictionary has not explained its origin, but its first use was in 1588 up to now.

*“Rodolfo Moreira, Category manager...”*

It is recognized by the RAE changing morphologically from Manager to Mánager or “Mánayer” but conserving its function (noun), it has the same meaning as in English.

This word has replaced words as “gerente”, “representante”, and “directivo” in Spanish that is why *Manager* deteriorates our language.

### ***Espray***

It comes from the Middle English, from Old English *\*spræg, spræc* and its first known use was in the 13th century this word is used in English as noun and verb.

As noun, this term means a usually flowering branch or shoot, a decorative flat arrangement of flowers and foliage.

As verb, it means to project spray or something resembling spray on or to disperse or apply as a spray.

*“Espray fijador y espray de brillo para fijar...”*

This word has been recognized by the RAE. Spray has changed morphologically to Espray in Spanish that means “aerosol”. Although this word has an equivalent term, it is more commonly used in English.

Therefore this word deteriorates our language.

### **Shock**

It comes from the Middle English; akin to Middle High German *schoc* heap, its first known use was in the 14th century.

It is a condition of the body or mind caused by the disturbance of suffering great pain, hearing bad news and causes to feel sorrow, surprise, disgust, horror, etc, when it functions as a noun.

When it functions as verb it means to collect into shocks. As an adjective, it means bushy, shaggy.

*“No hay crisis porque no hay shock tecnológico”*

In Spanish this word is used as a noun although it has not been accepted by the RAE.

“Shock” is commonly used in our language to refer a medical condition *“...y el shock menos grave fue de la más pequeña”*, but it is



also used to refer to some special conditions related to a crisis in different areas like technological, physical or economical (first example).

This word does not have a suitable translation to its context in Spanish. Even though it is not exactly the same, this word is used in Spanish as “choque” for example “Choque neurológico”, “quedó en choque”, “choque septico”.

Personally, I think this term does not deteriorate our language due to its lexical donation.

### ***Benchmarking***

This term functions as a noun in English and it means a systematic and continuous process to evaluate comparatively work's products, services and processes in organizations. In economy, it is a tool assigned to obtain competitive performance in the offer of the monopoly markets, comparing the discharge of the companies through variables, indicators and coefficients.

The English term Benchmark is a compound word that comes from the words bench (table, bank) and marks (sign) and it is used as a noun. This term comes from England in the XIX century.

*“...y haga benchmarking con competidores que realizen...”*

This term is not recognized by the RAE but it is translated into Spanish as “medida de calidad”.

Although there is an equivalent term in Spanish, normally this word is used in English as the great majority of the economical terms; therefore it does not deteriorate our language.

### **Folclor**

It is a word that refers to traditional customs, tales, sayings, dances, or art forms preserved among a people. It is an unsupported notion, story, or saying that is widely circulated. Used as noun, this word appeared in 1846. The Western Merriam Dictionary does not explain its origin. But this word was first used by the English antiquarian William Thomas in a letter published by the London Journal in 1846, Wikipedia(2010).

*“Las artes y las letras, el folclor y la filosofía.”*

The term has had some morphological changes in Spanish from Folklore to the noun Folclor or Folclor, moreover to the adjective Folclórico, and to the noun-thing Folclorismo *“Mas alla del folclorismo destacado por algunos...”*

It has been recognized by the RAE, this anglicism means “Conjunto de creencias, costumbres, artesanías, etc., tradicionales de un pueblo, as in English.

Folklore neither has any equivalence nor has replaced any term in Spanish. For this reason, this word does not deteriorate our language.

### **Buzz**

This anglicism has its main function as a verb and a noun in English.

As verb this term means to make a low continuous humming sound like the one of a bee, a persistent vibratory sound.

As noun it means a confused murmur.

*“...y también número uno en buzz marketing...”*

It comes from the Middle English *bussen*, of imitative origin, being its First known use in the 14th century.

It is used in Spanish as noun and adjective although the RAE has not recognized as anglicism. Its meaning in Spanish is “zumbido” or “rumor”.

Even though it has not had morphological changes but it has replaced the words lately written in Spanish. I think this term does not deteriorate our language because it is just used in commerce and economy articles.

### **Gay**

This controversial word is used in Spanish to refer to people who are homosexual.

By the way its main function in English is as adjective that means happily excited: MERRY. Homosexual “gay man”, related or used by homosexuals.

As noun it is a homosexual; especially a homosexual male.

*“Impuesto por Andy Warhol, el gay albino”*

This word comes from the Middle English, from Anglo-French *gai*, of Germanic origin; akin to Old High German *gāhi* quick, sudden and its first known use was on the 14th century.

In our language, this anglicism is used as noun, for example: “Dicho de una persona, especialmente de un hombre: homosexual”. “*Sus mejores amigos son gais*”. “*Mantuvo una reunión con un colectivo de gais y lesbianas*” and as Adjective “Perteneiente o relativo a los homosexuales”.

*“Celebraron el día del orgullo gay”.*

It has had a morphological change in plural “Gais” but sometimes Gay replace to its equivalent term in Spanish “homosexual”.

This article was emended in the last edition of the DRAE where it is not considered as an anglicism, but due to its evolution, it is.

This word is used in Spanish to show the condition of homosexual sweeter and less contemptuous than “Maricón/Marica/Homosexual”.

In my point of view, this word deteriorates the Spanish language because it has replaced the word *homosexual*. Nowadays, when we refer to homosexuals, we say: they are “gays” or “happy” due to their performance.

### **Hardware**

This is another technological term that works as a noun in English and its use comes since 1515 up to now.

They are the physical components (as electronic and electrical devices) of a vehicle (as a spacecraft) or an apparatus (as a computer).

*“...que mezcla hardware and software”*

It is a “Conjunto de los componentes que integran la parte material de una computadora” in Spanish with the same function and meaning as in English.

This anglicism is common in all technological themes written in magazines because it is the hard part where the software is adapted. Software and hardware work together.

It has being recognized by the RAE as an anglicism and it was emended in the last edition of the DRAE.

Not having an equivalent word in Spanish or replacing any term in Spanish, this term enriches our language because it is a technological word.

### **Ambush Marketing**

This compound word comes from the noun Ambush (a trap in which concealed persons lie in wait to attack by surprise) and the noun Marketing (process of selling or purchasing in a MARKET) which together are a phrase used in economy and commerce.

Its use began in the 15th century.

It is a marketing campaign that takes place around an event but does not involve payment of a sponsorship fee to the event.

*“Una estrategia llamada Ambush marketing o mercadeo de emboscada”.*

This phrase is not recognized by the RAE, but its function is the same as in English. It has an equivalent phrase in Spanish “mercadeo de emboscada”.

However this technical term is written usually in English. Therefore, this word does not deteriorate our language because of its use.

### **Rock**

Some are the meanings this word has: as transitive verb, to move back and forth in or as if in a cradle, to cause to sway back and forth, to cause to shake violently, to daze with or as if with a vigorous blow, to astonish or disturb greatly, to rouse to excitement (as by performing rock music).

As intransitive verb, to become moved backward and forward under often violent impact; *also* to move gently back and forth, to move forward at a steady pace; and *also* to move forward at a high speed, to sing, dance to, or play rock music.

As noun, popular music usually played on electronically amplified instruments and characterized by a persistent heavily

accented beat, repetition of simple phrases, and often country, folk, and blues elements.

*“...musical variado clásico, jazz, pop, rock latino, etc”*

It comes from the Middle English *rokken*, from Old English *roccian*; akin to Old High German *rucken* to cause to move. Its first known use was in the 12<sup>th</sup> century.

This anglicism is accepted by the RAE as a noun that means “Género musical de ritmo muy marcado”. It derived from a mixture of different American folklore and popularized from 1950.

As Adjective also means “Each one of the different musical styles derived from the rock and roll. *“Música rock”, “La era rock”, “Los Beatles son el grupo rock más famoso de la historia”.*

Consequently, this term does not have any equivalence in our language and does not deteriorate the Spanish language.

### ***e-mail***

This anglicism functions as a noun and it means a system for transmitting messages electronically (as between computers on a network) “communicating by e-mail”. They are the messages sent and received electronically through an e-mail system that function as noun.

This term came electronically speaking since 1982.

*“para mandar e-mails”*

It has not been recognized by the RAE. Its equivalent term in Spanish is “correo electrónico” with the same function and meaning than in English. Unfortunately the use of this word as well in the written language as in spoken language is usually done in English.

As a technological term, *e-mail* enriches our language because it helps in our communication (computing), but also it deteriorates our language because it has a Spanish equivalence and it is not commonly used.

After this route across this interesting world of anglicisms through their linguistic, morphological, descriptive and deep analysis, come up the question if anglicisms are positive or negative. In fact, I can say that the answer is “both”.

Anglicisms are positive when let the current language communication and technical precision. But they result negative when they come into Spanish without respecting its morphological structure, in this way the use of a pure Spanish is degenerating.

Anglicisms might not be accepted as we see, hear or read them, they have to be adapted to Spanish syntax, semantics and morphology, in this way we could avoid its decreasing.



### ***Comparative Analysis***

Once concluded the linguistic Analysis of the most used anglicisms in some of the most important cultural, scholarly and general interest Ecuadorian magazines, it is necessary to give the next step which let us to know more precise data about the use of anglicisms.

For this reason, to project our vision to a comparative studio between the frequencies and percentages of these English terms to see more clearly the real dimension of their use and its influence around us.

First, ten of the most frequent anglicisms found in our research are going to be shown. Thus, in descendent order they are the following:

<i>Anglicisms</i>	<i>Frequency</i>	<i>Percentage</i>
Web	42	14.24%
Lider	18	7.46%
Liderado	1	
Liderazgo	3	
Marketing	12	4.07%
Futbol	12	4.07%

Estándares	6	}	3.73%
Estándar	2		
Estandarización	2		
Estandarizar	1		
Software	10		3.39%
Blogs	5	}	2.09%
Blogueros	1		
Rankings	5		1.70%
Look	5		1.70%
Internet	5		1.70%
Rock	4		1.36%

According to these data, the anglicism with the highest percentage is WEB due to its computing use has crossed over all cultural, social and economical ambits. Continuing with the order Leader is the second one; nowadays, in the social development, this term is used to designate a person or an object in front of a community or a commercial field respectively. After this, Marketing and Football, two terms with a global use in the commerce and sports fields respectively. These words are followed by Standard, a term that circles a series of aspects into a common setting. At close, software is followed as the entire set of computing programs, procedures and systems. Finally, almost with the same percentage,

the terms Blogs, Ranking, Look Internet, and Rock frequently used in areas such as beauty, sports, music, and technology.

In this way, the variable with the highest frequency is the scholarly magazine (150) with the 50.85 percent; followed by the general interest variable (104) with the 35.75 percent, and finally, the cultural variable (41) with the 13.90 percent. After that, I can affirm that the reasons these terms appeared into these variables are the following:

The technological influence of English speaker countries, specially USA's, which sells technology to underdeveloped Spanish speaker countries (with some exceptions), not only impose their machines also their technical terms that in their great majority do not have translation and come into our language in their natal language, such as web, internet, software, hardware, blogs, chats, e-mails, offline, etc.

This is confirmed by Markéte, N. (2007) who did a study about anglicisms in the Spanish language and established the influence of English and American Empire since World War II has been preponderant in the whole commercial, political, cultural, and technological areas around the world.

Another important aspect to analyze is the economical and commercial aspects. The built and expansion of the big supermarkets, monopolies, and foreign companies have labeled some

objects of our commerce such as shopping, resorts, coffee shops, bar, jeans, leggings, tops, bodies, cocktail.

Referring to the economy aspect specifically, the globalization has been fundamental in the adoption of some terms which are the basis of economy such as Marketing, estándares, líder, tranvia, trole, rankings, boom, merchandising, slogan, management, manager, balances, shock, overnight, benchmarking, buzz, sponsors, ambush, etc.

This way Castro, L. (2000) proved that the Guatemalan gastronomy has been influenced by anglicisms published through different mass media and Fernández, J. (2010) in his study “Anglicismos en el español urbano de Salta” proposed that due to globalization, anglicisms used in the urban language have been growing up significantly.

The influence of the sports around the world is another aspect for the use of anglicisms. Being England the football crib, this term has projected in all its purity to our language, and with itself, a group of words that enclose its rules, games and so on (corner, set, match, sponsors, brand). Rábago, A., Romero, B. & Saldivar, R. (2008) concluded in their study the formation of anglicisms in the frontal zone is inevitable, but the Spanish language should regulate it, so that it won't destroy itself; they can't avoid, therefore people have to control them for their acceptance would be orderly and progressive.

The music and the art in general that having as basis of manifestation to American, English and Australian singers, bands or groups have projected English terms around the world. These terms are pop, rock, rap, reggeaton, heavy-metal, country music, jazz, etc. This is also confirmed by Wood, A. (2009) who analyzed the “reggeaton”, discovered that Anglicisms are used in a partial way in the lyrics of the songs, verifying that this language belongs to teenagers and their use has a lot to do with the political participation.

Moreover Olivares, M. (2009) confirmed that magazines are a gate for Anglicisms since teenagers feel identified with the language used in them and use lexical interferences to make this language something singular and showy.

Within our scientific vision, the reasons of these results are due to the universal influence of the English language around the world and the political and technological supremacy of the United States.

Being the technology the most direct reason of our relationship with the Anglo-Saxon countries, the scholarly magazines are consequently those with the highest management because of their utility.

After them, logically, the general interest magazine; due to our society is influenced by vanity, fashion, and commercial of the developed countries.

Finally, the cultural magazines; being the developed countries Anglo-Saxon or not, are influencing with their anglicisms our culture and art in less scale.

## Conclusions

- The big influence of the English language is not only in Ecuadorian magazines, but in the whole areas of the global societies, where this language is necessary.
- Some anglicisms have changed in their syntax and morphological form to be adapted into Spanish. Some examples are standard (estándar), stress (estrés), leader (líder, liderazgo, liderar), football (fútbol), folklore (folclor), spray (espray), manager (mánager), chat (chatear), cocktail (cóctel), blog (blogueros).
- The great majority of Ecuadorian magazines prefer to use terms like Web, look, spray, cocktail, stress, top, and chat in their natal language instead of using their equivalent in Spanish due to the fashion, marketing and rating.
- The most commonly anglicisms used in Ecuadorian magazines are those which refer to technology such as: (web, internet, software, hardware, blogs), economy: (ranking, standard, marketing, leader) fashion: (look, manager, leggings, cocktail) and actuality: (football, top, rock, art, slogan, boom).
- The Ecuadorian magazine with the highest number of anglicisms (50.85%) is the scholarly magazine. This is due to English is not only used for the current communication but also indispensable in the technological, economical and educative field.

- The general interest magazines continue the ranking (35.25), thanks to nowadays; people are deeply linked to fashion, entertainment, sports and actuality.
- The cultural magazines are the least influenced by anglicisms (13.90) surely because in them, the use of a pure and classic Spanish language is more usable.
- The ten Anglicisms more frequently used in Ecuadorian magazines were: Web, leader, marketing, football, jeans, standard, look, ranking, internet, blog and rock.



## REFERENCES

- Allexperts.com (1973). *Loanwords in English*. Retrieved May 12, 2010 from:  
<http://en.allexperts.com/e/1/lo/loanword.htm#hd4>
- Britannica Concise Encyclopedia (n.d.). *Linguistics*. Retrieved April 15, 2010, from  
<http://www.answers.com/topic/linguistics>  
 - *Magazine*. Retrieved April 30, 2010 from:  
<http://www.answers.com/topic/magazine>  
 - *Syntax*. Retrieved May 16, 2010 from:  
<http://www.answers.com/topic/syntax>
- Burneo, R. M. (2008). *Syntax*. Loja: Editorial de la Universidad Técnica Particular de Loja.
- Cambridge International Dictionary of English (1995). Cambridge, UK: Author.
- Castro, L. M., (2000). *Análisis lingüístico de los anglicismos en la publicidad impresa gastronómica*. Retrieved May 6, 2010 from:  
[http://www.biblioteca.usac.edu.gt/tesis/16/16\\_0231.pdf](http://www.biblioteca.usac.edu.gt/tesis/16/16_0231.pdf)
- Cvc.cervantes.es. (n.d). *La cuestión del anglicismo: Apriorismos y Métodos*. Retrieved May 8, 2010 from:  
[http://www.cvc.cervantes.es/lengua/thesaurus/pdf/40/TH\\_40\\_003\\_049\\_0.pdf](http://www.cvc.cervantes.es/lengua/thesaurus/pdf/40/TH_40_003_049_0.pdf)
- Citizendium.org (2010). *Contact Language*. Retrieved May 16, 2010 from:  
[http://www.en.citizendium.org/wiki/Contact\\_Language](http://www.en.citizendium.org/wiki/Contact_Language)
- Diccionario online de la Real Academia de la Lengua (2010). Retrieved Sep 15, 2010 from:  
[http://buscon.rae.es/drae1/SrvltConsulta?TIPO\\_BUS\\_3&LEMA=TEST](http://buscon.rae.es/drae1/SrvltConsulta?TIPO_BUS_3&LEMA=TEST)
- Diccionario online Merriam-Webster (2010). Retrieved May 16, 2010 from <http://www.merriam-Webster.com/dictionary/for+the+record>
- Dictionary.reference.com (n.d.). *Magazines*. Retrieved May 15, 2010 from:  
<http://www.dictionary.reference.com/browse/magazine>
- Encyclopedia.com (n.d.). *Contact Language*. Retrieved May 16,

2010 from: <http://www.encyclopedia.com/doc/1029-CONTACTLANGUAGE.html>

Encyclopedia.Farlex.com (n.d.). *Part of Speech*. Retrieved May 16, 2010 from: <http://www.encyclopedia.farlex.com/Lexical+category>

Espinoza, C. (2005). *English Phonology*. Loja: Universidad Técnica Particular de Loja.

Fernández, J. F. (n.d). *Anglicismos en el español urbano de Salta*. Retrieved April 24, 2010 from: <http://www.ub.es/filhis/culturele/salta.html>

García, J. E. (1997). *Anglicismos morfosintácticos en la traducción periodística (Inglés – Español): Análisis y clasificación*. Retrieved April 21, 2010 from: [http://www.cvc.cervantes.es/literatura/cause/pdf/cause20-21/cause20-21\\_31.pdf](http://www.cvc.cervantes.es/literatura/cause/pdf/cause20-21/cause20-21_31.pdf)

González, M. I. (2003). *Anglicismos innecesarios en el habla culta de las Palmas de Gran Canaria*. Retrieved April 5, 2010 from: <http://www.e-spacio.uned.es/fez/eserv.php?pid=bibiuned:Epos-9F6DE3B1-B020-F657-B7CA-443799C1907B&ssID=PDF>

Haensch, U. (2005). *Anglicismos en el español de América*. Retrieved April 24, 2010 from: [http://www.rua.ua.es/dspace/bitstream/10045/6105/ELUA\\_19\\_12.pdf](http://www.rua.ua.es/dspace/bitstream/10045/6105/ELUA_19_12.pdf)

Horiiby, A. S. (1995). *Oxford Advanced Learner's Dictionary*. Oxford, MA: Oxford University Press.

Maldonado, J. (2008). Ecuadorian Research. Loja: Universidad Técnica Particular de Loja.

Markéte, N. (2007). *El anglicismo en la lengua española*. Retrieved May 15, 2010 from: [http://www.is.muni.cz/th/145734/ff\\_b/bakalarska\\_diplomova\\_prace.pdf](http://www.is.muni.cz/th/145734/ff_b/bakalarska_diplomova_prace.pdf)

McArthur, T. (1998). *Concise Oxford Companion to the English Language*. Retrieved May 16, 2010 from: <http://www.encyclopedia.com/doc/1029-BARBARISM.html>

Molina, M., & Diez. (n.d.). *Anglicismos*. Retrieved May 12,

2010 from:  
<http://www.polseguera.com/colaboracion/castella/2.htm>

Olivares, M. (2009). *El anglicismo en el campo de la música de las revistas juveniles "Neología Léxica: Anglicismos, Hispanismos y Spanglish"*. Retrieved May 5, 2010 from:  
[http://www.realidadyfiction.es/Revista\\_Lindaraja/María\\_Olivares.htm](http://www.realidadyfiction.es/Revista_Lindaraja/María_Olivares.htm)

Profesorenlinea.cl (n.d.). *Anglicismos*. Retrieved May 16, 2010 from:  
<http://www.profesorenlinea.cl/castellano/Anglicismos.htm>

Rábago, A., Romero, B. & Saldívar, R. (2008). *Los medios impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos*. Retrieved April 24, 2010 from:  
<http://www.unm.edu/~spanport/faculty/cacoulls/sustantivo.pdf> -

Ruf.rice.edu (2009). *Major Periods of Borrowing in the History of English*. Retrieved May 12, 2010, from:  
<http://www.ruf.rice.edu/~kemmer/Words/loanwords.html>

Saville, M., & Troinke (2006). *Introducing Second Language Acquisition*. Cambridge, UK: Cambridge University Press.

Shvoong.com (2006). *Revista: Definición, características y particularidades*. Retrieved May 5, 2010 from: <http://www.es.shvoong.com> › Arte Y Humanidades

Standard Encyclopedia of Philosophy. (2006). Retrieved April 16, 2010 from:  
<http://www.plato.stanford.edu/entries/pragmatics/>

Van Varlin, R. D. (n.d). *Syntax, lexical categories, and morphology*. Retrieved May 1, 2010 from:  
[http://assets.cambridge.org/97805216/31990/excerpt/9780521631990\\_excerpt.pdf](http://assets.cambridge.org/97805216/31990/excerpt/9780521631990_excerpt.pdf)

Vásquez, E. (2006). *Vicios del Lenguaje*. Retrieved May 16, 2010 from: <http://www.weblogr.net/2006/10/30/vicios-del-lenguaje/>

Wikipedia.org (n.d.). *Language Contact*. Retrieved May 5, 2010 From: [http://en.wikipedia.org/wiki/Language\\_contact](http://en.wikipedia.org/wiki/Language_contact).  
 - *Barbarism*. Retrieved April 30, 2010 from:  
[http://en.wikipedia.org/wiki/Barbarism\\_\(linguistics\)](http://en.wikipedia.org/wiki/Barbarism_(linguistics))  
 - *Anglicismos*. Retrieved May 12, from:  
<http://es.wikipedia.org/wiki/Anglicismo>

- *Borrowing of vocabulary*. Retrieved May 5, 2010 from:  
[http://en.wikipedia.org/wiki/Language\\_contact#Borrowing\\_of\\_vocabulary](http://en.wikipedia.org/wiki/Language_contact#Borrowing_of_vocabulary)

Wood, A. E. (2009). *Análisis del Léxico de la música de los reguetoneros puertorriqueños*. Retrieved May 6, 2010 from:  
[http://www.etd.gsu.edu/theses/.../wood\\_ashley\\_200905\\_ma\\_version3.pdf](http://www.etd.gsu.edu/theses/.../wood_ashley_200905_ma_version3.pdf).

# ANNEXES

## Annex 1

### INDEX CARDS TO COLLECT THE BIBLIOGRAPHICAL INFORMATION

#### Content outline for the Literature Review

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

## Annex 2

### Previous Studies

Title for the Study:

Citation, in APA format:

<b>Item</b>	<b>Information</b>	<b>Form N° 1</b>
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?		

**Annex 3**

**QUALITATIVE TABULATION**

*Table One*

*Variable: Cultural magazine*

<b><i>Magazine and Date</i></b>	<b><i>Anglicisms</i></b>	<b><i>Examples</i></b>	<b><i>Lexical Category</i></b>	<b><i>Word repetition number</i></b>	<b><i>Heading</i></b>	<b><i>Page</i></b>

Author:.....



**Annex 4**

**QUALITATIVE TABULATION**

*Table two*

*Variable: Scholarly magazine*

<b><i>Magazine and Date</i></b>	<b><i>Anglicisms</i></b>	<b><i>Examples</i></b>	<b><i>Lexical Category</i></b>	<b><i>Word repetition number</i></b>	<b><i>Heading</i></b>	<b><i>Page</i></b>

Author:.....

**Annex 5**

**QUALITATIVE TABULATION**

*Table Three*

*Variable: General interest magazine*

<b><i>Magazine and Date</i></b>	<b><i>Anglicisms</i></b>	<b><i>Examples</i></b>	<b><i>Lexical Category</i></b>	<b><i>Word repetition number</i></b>	<b><i>Heading</i></b>	<b><i>Page</i></b>

Author:.....

**Annex 6**

**QUANTITATIVE TABULATION**

Table Four

The most frequent anglicisms (in all variables)

<b>Anglicisms</b>	<b>Word repetition number</b>
TOTAL: Anglicisms	

Author:.....

**Annex 7**

**QUANTITATIVE TABULATION**

Table Five

Comparison between variables

	<b>Variable</b>	<b>f</b>	<b>%</b>
Anglicisms	Cultural magazines		
	Scholarly magazines		
	General interest magazines		
	<b>Total</b>		

Author:.....