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MODALIDAD ABIERTA Y A DISTANCIA

A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS

Research done in order to achieve the Bachelor´s Degree in Teaching English as a Foreign Language

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CERTIFICATION

Lic. 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, November 2010

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

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DEDICATION

With love I dedicate this thesis to God, to my husband and my daughters for helping me in all the moments of my life.

Also I dedicate this investigation to my parents, brothers, and friends, who encouraged me with their support.

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First of aIl, I want to thank to "Universidad Técnica Particular de Loja" for giving me the opportunity to finish my career.

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ABSTRACT

The present research on "A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers" was carried out in the province of Morona Santiago.

The objectives of this analysis are to become aware of the variation in language usage in newspapers regarding the expressions containing anglicisms. Also, to identify the social factors for language change in our country, giving special attention to the influence of English. Finally, it establishes if many of these anglicisms are used unnecessarily in our language.

In order to obtain these goals, firstly a bibliographic description on language, linguistics, neologisms, barbarisms, anglicisms among other topics was done. Then the field research was carried out. Three newspapers were chosen, a National newspaper, "El Comercio", a Local newspaper, "La Randimpa", and a Tabloid, "El Extra", all the results obtained are presented in charts and tabulated in qualitative and quantitative form, considering the subvariables news, ads, reports, social pages and sports. These newspapers were collected during seven consecutive days.

The instruments used for this research were data collection formats, cards, and tables. The techniques were reading, note taking, and interview.

There is also, a descriptive, linguistic, and social analysis of anglicisms in relation to their use in newspapers. Etymological, syntactic-semantic, and morphological aspects of ten anglicisms from each Ecuadorian newspaper were considered for the linguistic analysis. The analytic and descriptive methods have been applied in order to do the description, interpretation and analysis of results.

The results of this research constitute a contribution to sociolinguistics, because these data permitted us to know that Ecuadorian newspapers use anglicisms very frequently, and nowadays they are very commonly used specially by adolescents.

Finally, the most important conclusion is that there is a great quantity of anglicisms that are influencing our language.

INTRODUCTION

Language is a mental phenomenon, a body of knowledge about sounds, meanings, and syntax which resides in the mind of speakers, and is in permanent modification.The Spanish language has been influenced by other languages like French, Italian and particularly English throughout history.

The principal contribution of the English language in Spanish is given in areas such as sports, fashion and technology. Presently, English is the language of international communication and with the expansion of the Internet in our country, the study of this language is a necessity. The most significant scientific and technical advances are published in magazines and in books, principally, in the United States and Canada countries in which the mother tongue is English. Our industries, companies, private and public institutions, and society in general are always updating technologically. For these reasons, the multiplication of communication means and tourism are the main factors which have caused the adoption of anglicisms in our country.

Anglicisms are linguistic borrowings from the English language. Nevertheless, it is precise to distinguish between "borrowings by necessity" when there are lexical deficits, from others, that are used unnecessarily. It is necessary to analyze which would be the contribution that enrich our language and which deterirate it

The purpose of this research project is to carry out a descriptive, linguistic, and social analysis of the present written language in Ecuadorian newspapers where we will focus on the use of lexical terms regarded as anglicisms.

A great deal of research on the use of Anglicisms has been done in different countries but as the study of the use of anglicisms in newspapers has not been done yet in our country, it is very important and necessary to investigate on this topic in order to get better insights on the written language Ecuadorians use.

This research is possible, thanks to the support provided and the interest shown by the university regarding the present program, and as a UTPL student it was a pleasure for me to carry out this research in order to obtain my Bachelor´s Degree in EFL Teaching.

This research was performed in the city of Méndez. It is a small city located in the province of Morona Santiago. Here, we do not have a daily local newspaper, only a weekly newspaper. For this reason, I had to begin collecting it since October. One of my biggest limitations was that in my small city there is only a library and I could not find texts about some important concepts that were needed in order to develop the theoretical background for this research. To solve this problem I traveled to Cuenca City and look for more information in the internet.

The objectives proposed and achieved were:

To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. This objective was totally achieved because through the research it was possible to find that from 223.100 words written approximately in "El Comercio" newspaper weekly, 563 are anglicisms, corresponding this data to 0.3% of total words. From 70.480 words written approximately in the "La Randimpa" newspaper weekly, 155 are anglicisms; this is 0.2% of total words. From 109.700 words written approximately in "El Extra" newspaper weekly, 251 are anglicisms; this is 0.2% of total words.

The second objective was to identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.This objective was a hundred percent achieved because the research shows that the anglicisms more commonly used in newspaper material in Ecuador are: full with a frequency of 274 repetitions, fútbol with 100, club with 80, and show with 32 repetitions. In total 120 different anglicisms were found.

The third one was to make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects.This objective was a hundred percent achieve through the field research which indicates the origen and evolution of the term found, the grammatical function and the meaning of words and the changes or adaptations that the term has suffered in Spanish.

The fourth objective was to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. This objective was totally achieved and through the field research it was possible to determine that the Ads section has the most anglicisms with a frequency of 439 that corresponds to 45.30% of the total. In second place the Sports section with 18.27%, followed of the Social Pages section with 14.03%. In fourth place, the News section with 11.24%, and finally the Reports section with 11.14%.

The last objective was to know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.This objective was totally achieved and according to the answers given by the linguistic and readers, it was found that ecuadorians have a high level of acceptance on the use of anglicisms in newspapers.

METHODOLOGY

The present research is a descriptive and analytic analysis in order to identify and analyze the anglicisms used in Ecuadorian newspapers.

This research began to be developed in October 2010, with management of Master Rosario Burneo mentor of the project "A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers."

The field research was carried out in the province of Morona Santiago. Firstly, a bibliographical research was performed in order to get a scientific basis for the analysis of the data that was obtained through the field research. To make the theoretical framework a bibliographic and descriptive method was used. The following topics were investigated and described within the theoretical background language, linguistics, branches of linguistics, morphological procedures, historical linguistics, language change, language vice, neologisms, barbarisms, anglicisms, foreign language interference, newspaper and tabloid, and previous studies.

Once the theoretical background was established, the field research began. The first hand data was obtained through the reading in the following subvariables: news, ads, reports, social pages and sports sections of seven consecutive publications from the following variables a National newspaper, "El Comercio", a Local newspaper, "La Randimpa", and a Tabloid, "El Extra".

El Comercio

El comercio is a newspaper with national coverage and conservative viewpoints. It has been published daily, since 1906.The data was collected from November 27th to December 3th, 2009.

La Randimpa

La Randimpa is a Local newspaper published weekly, since 2008, in Macas City, the capital of Morona Santiago.Because this is a weekly newspaper, the data was collected since October 10th to November 21st, 2009

El Extra

El Extra is a tabloid. This is a newspaper published daily in Guayaquil since 1974. This newspaper includes photographs of a highly erotic content.The data was collected from November 23th to November 29th, 2009.

At the same time that the first hand data was collected, interviews were applied to a select group of professionals.

After that, all the results obtained are presented in charts and tabulated in qualitative and quantitative form, considering the variables and subvariables proposed.

Then a linguistic, comparative, and sociological analysis of anglicisms was performed, in the form that they are used in newspapers.

The linguistic analysis was made, regarding etymological, syntactic-semantic, and morphological aspects of ten anglicisms from

each newspaper. The analytic and descriptive methods have been applied in order to do the description, interpretation and analysis of results.

The comparative analysis was made between the subvariables of each variable taking as reference the frequencies of use and percentages obtained. Also, another comparative analysis was performed between "El Comercio", "La Randimpa", and "El Extra".

The sociological analysis was written, taking as a reference the opinions that were given by the person who were interviewed, and my own opinions.

The instruments used for this research were data collection formats, cards, and tables. The techniques were reading, note taking, and interview.

Finally, the conclusions were written according to the results obtained through the research.

The research is focused on "A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers. To carry out this research three newspapers were chosen a National newspaper, a Local newspaper and a Tabloid.

The results obtained after the analysis of the material collected, are illustrated in the following qualitative and quantitative charts.

QUALITATIVE TABULATION

Chart One
Variable: National Newspaper *"El Comercio"*
Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Round	Hoy un **round** más duro áspero e incómodo para Álvaro Uribe	2	Un nuevo round de Colombia y sus vecinos	27-11-09
Fuel oil	Contaminado río Teaone con **fuel oil**	1	La refinería se parará en Enero	27-11-09
Checklist	Creían que era un trámite	1	Polémica en torno a más	27-11-09

	burocrático un **checklist**		acreditaciones	
Test	Este **test** da confianza	1	La Unidad de Inteligencia de la PJ fue Oficializada	28-11-09
Challenge	En el Concurso BID **challenge** Ecuador	2	El BID challenge premió a tres emprendimien tos	28-11-09
Marketing	Domine el **marketing** para alcanzar el éxito	2	El emprendedor busca más capacitación	28-11-09
Club	Eliminatoria previa entre el tercer **club** ecuatoriano	1	La CSF sorteó los grupos de la Libertadores	28-11-09
Round	Colombia ganó un **round** a Venezuela	1	Colombia ganó un round a Venezuela	28-11-09
Hackers	Kevin Mitnik el **hacker** más famoso	2	De hackers a consultores	29-11-09
Kit	427 **kits** con materiales didácticos	1	Material didáctico para Esmeraldas	29-11-09
Stock	Llantas que ayudarán a abastecer su **stock**	1	La huelga de ERCO encarece a las llantas	30-11-09

Campus	El presidente recorrió el **campus** universitario	1	La Universidad del Carchi será visitada por el presidente del Conea	30-11-09
Break	El joven ganador de la US Open no logró concluir ninguna de sus tres bolas de **break**	1	Nikolay Davydenko ganó por primera vez el Másters de tenis	30-11-09
Software	Use **software** legal	4	Amplían plazo para participar en campaña	01-12-09
DVD	Burbano graba en el **DVD** de su casa los videos de los rivales	4	Xavier Burbano es el espíritu digital al servicio de los técnicos de Liga	01-12-09
Fútbol	El Argentino le enseñó trucos sobre lo que debe ver en el juego de **fútbol**	3	Xavier Burbano es el espíritu digital al servicio de los técnicos de Liga	01-12-09
Business	Los business	1	Amplían plazo	01-12-09

			para participar en campaña	
Shopping	El Quicentro **shopping**	1	Inauguración de las obras de Quicentro	01-12-09
Round	Otro **round**	2	Otro round entre el Presidente y el Pichincha	01-12-09
Web	Más en la **web**	1	Otro round entre el Presidente y el Pichincha	01-12-09
Festival	Latinoamérica primera copia del **Festival** de La Habana	2	4 cintas chilenas por un premio en la Habana	01-12-09
Filme	El **filme** Boliviano Zona Sur	1	4 cintas chilenas por un premio en la Habana	01-12-09
Lobby	En el **lobby** de la Alcaldía, las fotografías gigantes llaman la atención	1	En la Alcaldía hay fotos de Quito de 1862	01-12-09
Laptop	Observan en sus **laptops** las novedades de sus	1	La Pro forma se debatió con poca atención	02-12-09

	páginas de facebook			
Software	El **software**	1	El Gobierno debe establecer las reglas	02-12-09
Market	En el **market** la semana pasada había superado ya por primera vez ya las cotas	1	El precio de la onza de oro superó los USD 1200	02-12-09
Energy	Ayer resolvieron comprar **energy** internacional	1	El Gobierno comprará 175 MW a dos compañías privadas	02-12-09
Gay	La boda **gay** debe esperar en Argentina	3	La boda gay debe esperar en Argentina	02-12-09
Chart	Susan Boyle se encumbró en los **charts**	1	Una actriz fue detenida por conducir ebria	02-12-09
Thriller	El **thriller** apocalíptico	1	Luna Nueva es la más vista	02-12-09
Friend	Desde friends	1	Luna Nueva es la más vista	02-12-09
Best seller	Los best sellers	1	Luna Nueva es la más vista	02-12-09
Holding	Crearon un **holding**	1	La fusión de Avianca y	03-12-09

			15	Taca tiene visto bueno	
Hardware	Instalan **hardware**	1	Accenture se mantiene firme pese a que viejos socios invaden su territorio	03-12-09	
Software	Instalan **software**	1	Accenture se mantiene firme pese a que viejos socios invaden su territorio	03-12-09	
Fútbol	Algunas personas piensan que el **fútbol** es solo de varones	4	Por los medios se conoció sobre las mujeres árbitros	03-12-09	
Marketing	Cada vez más **marketing**	1	Accenture se mantiene firme pese a que viejos socios invaden su territorio	03-12-09	
Stock	Reconstitución de los **stocks**	1	La Eurozona sale de las sucesión por partes	03-12-09	

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Chart Two

Variable: Nacional Newspaper *"El Comercio"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Full	Suite **full** amoblada	60	Bienes raíces/Alquiler	27-11-09
Penthouse	Penthouse amoblada	2	Bienes raíces/Alquiler	27-11-09
Club	**Club** privado	2	Bienes raíces/ Venta	27-11-09
Hardware	El **hardware**	2	Computación	27-11-09
Messaging	Nokia messaging	1	Servicio Nokia Messaging	27-11-09
E-mail	Mi **e-mail** más fácil	1	Servicio Nokia Messaging	27-11-09
Light	Parrilla **light**	1	Secretos de la parilla	27-11-09
Notebook	Se vende Mini **notebook**	1	Acomputron	27-11-09
Mouse	Se vende teclado y **mouse**	1	Acomputron	27-11-09
Confort	Hotel con **confort** sensacional	1	Apartamentos	27-11-09
Internet	Se necesita persona con conocimientos en	2	Trabajos independientes	27-11-09

	computación para atender **internet**			
Chip	Celular con TV y doble **chip**	2	Comandato	27-11-09
Tennis	Vendo hermosa quinta con canchas de **Tennis**	1	Terrenos	27-11-09
Fútbol	Vendo hermosa quinta con canchas de **fútbol**	2	Terrenos	27-11-09
Dry	Lavado alfombras muebles método **Dry** Foam	1	Reparaciones y Mantenimientos	27-11-09
Tennis	Apartamentos con cancha de **tennis** incluído	3	Apartamentos	28-11-09
Shopping	Sector condado **shopping**	2	Bienes raíces/Alquiler	28-11-09
Club	Última casa **club**	5	Bienes raíces/Venta	28-11-09
Full	Flamante **full** equipo	27	Vehículos / Venta	28-11-09
Internet	Recepcionista	4	Empleos se	28-11-09

	con conocimientos de **internet**		necesita	
Penthouse	Departamento dúplex **penthouse**	1	Apartamentos	28-11-09
Show	Ven a disfrutar el **show** en vivo de Kandela y Son	1	Carpa Pilsener	29-11-09
Networking	Todos los perfiles deben poseer **networking**	1	Importante Institución Educativa requiere contratar profesionales	29-11-09
Exchange	Administración de **exchange** 2007	1	Importante Institución Educativa requiere contratar profesionales	29-11-09
Web	Personas con conocimiento en desarrollo de aplicaciones de **web**	1	Importante Institución Educativa requiere contratar profesionales	29-11-09
Full	Canales internacionales **full** nitidez	44	Bienes raíces/Alquiler	29-11-09

Confort	Dos dormitorios todo **comfort**	2	Apartamentos	29-11-09
Tennis	Departamento incluye cancha de **tennis**	7	Apartamentos	29-11-09
Estrés	Liberese del **estrés**	1	Cursos y seminarios	29-11-09
Penthouse	Bromelias **penthouse** nuevo	3	Apartamentos	29-11-09
Chip	Vendo equipo adaptado con **chip**	1	Automóviles	29-11-09
Stock	Tenemos gran **stock**	1	Ventas	29-11-09
Beagle	30 años criando **beagles**	1	Animales	29-11-09
Marketing	Estrategias de **marketing**	3	Colegio Requiere Profesionales	29-11-09
Holding	**Holding** internacional busca ejecutivos	1	Ejecutivos	29-11-09
Dry	Lavado alfombras, muebles, **dry** foam	1	Reparaciones y Mantenimiento	30-11-09
Club	**Club** privado	3	Bienes	30-11-09

			raíces/Venta	
Hardware	Se necesitan técnicos con experiencia en **hardware** and software	1	Computación	30-11-09
Full	**Full** aire	5	Vehículos/ Venta	30-11-09
Windows	Se necesita facturadora de **windows**	1	Empleos	30-11-09
Stock	Hasta agotar **stock**	1	Vehículos	30-11-09
Full	**Full** cuero	10	Vehículos/ Venta	01-12-09
Hardware	El **hardware** de la computadora	1	Computación	01-12-09
Dry	**Dry** rápido	1	Empleos servicios domésticos	01-12-09
Notebook	Un DVD para utilizarlo con **notebooks**	1	Electronics LG	02-12-09
Set	Disfrutarán del **set** Delyr	2	Lˈbel	02-12-09
Full	**Full** amoblado	42	Bienes raíces/Alquiler	02-12-09
Club	**Club** casa blanca	3	Bienes raíces/Alquiler	02-12-09
Relax	Hospedaje, actividades	1	Servicios	02-12-09

	extremas, caminatas, **relax**	21		
Chip	Celulares doble **chip**	1	Teléfonos, accesorios y servicios	02-12-09
Penthouse	**Penthouse**por estrenar	1	Apartamentos	02-12-09
Shopping	Arreindo sector condado **shopping**	1	Bienes raíces/Alquiler	03-11-09
Full	Suite **full** amoblada	43	Bienes raíces/Alquiler	03-11-09
Club	**Club** privado	3	Bienes raíces/Alquiler	03-11-09
Show	Un **show** de exhibición	1	Cita de auto plásticos	03-11-09
DVD	Vendo Vitara con llantas nuevas y **DVD**	1	Automóviles	03-11-09
Confort	Volskwagen y **confort**	1	Automóviles	03-11-09

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Chart Three

Variable: Nacional Newspaper *"El Comercio"*

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
Show	Las jóvenes repasaron el **show**	2	Ayer fue el último ensayo de las reinas	27-11-09
Ranking	Ocupa el puesto 1059 en el **ranking** mundial	2	La investigación le dió la "A" a la Espol	27-11-09
Internet	La telefonía móvil fija, e **internet**	1	La investigación le dio la "A" a la Espol	27-11-09
Designer book	10 diseñadores nacionales participaron en el **designer book**	2	La moneda poco convencional estuvo en el designer book	28-11-09
Festival	**Festival** intercultural por el agua y la vida	1	El pícaro Napo presenta las comedias El Pastuso	28-11-09
Filme	**Filme** donde actúa Cameron Diaz	1	El último guión de Cruise apareció en	28-11-09

			un basurero	
Ankle boots	En ella incorporó los zapatos **ankle boots**	1	La moneda poco convencional estuvo en el designer book	28-11-09
Fan	Los promotores los protegen de los **fans** descontrolados	1	70000 brasileros recibieron ayer a AC/DC	28-11-09
Flat	En ella incorporó los zapatos y **flats**	1	La moneda poco convencional estuvo en el desigener book	28-11-09
Web	La UDA está entre las 71 Universidades que tiene **web**	1	El gobierno de la Universidad del Azuay sí funciona según el Conea	28-11-09
Call center	Las entradas se venden llamando al **call center**	1	Un festival benéfico en la plaza Belmonte	29-11-09
Shopping	Las entradas se venden llamando al Quicentro **shopping**	1	Un festival benéfico en la plaza Belmonte	29-11-09
Festival	Gran **festiva**l	1	Plaza de toros	29-11-09

			Belmonte	
	de beneficencia	24	Belmonte	
Show	El **show** será transmitido por televisión	1	La Teletón será el 5 de Diciembre	30-11-09
Staff	María Elena forman parte del **staff** de ese programa	1	Los integrantes de TV Olé alistan las grabadoras	01-12-09
Jet-set	El espectáculo tiene ángulos faranduleros y de **jet-set**	2	Los integrantes de TV Olé alistan las grabadoras	01-12-09
Shopping	Compre en el Quicentro **shopping**	1	Festival benéfico con un toque andaluz, hoy	01-12-09
Festival	El II **festival** Paralímpico continúa hoy	2	El II festival Paralímpico continúa hoy	01-12-09
Shock	**Shocks** comenzaron con intensidades	3	Clima vía sin retorno	02-12-09
City	Ávila presidente ejecutivo de Mini **city**	2	Los niños y niñas de Ecuador aprenden sobre educación vial con Aneta	02-12-09

Stand	Aneta presentó su **stand** con el fin de dar charlas a los niños	1	Los niños y niñas de Ecuador aprenden sobre educación vial con Aneta	02-12-09
Western	De estilo **western**	1	Las Bodas de Caín o Ñaño Fabricio	03-12-09
Festival	**Festival** Internacional de Nuevo Cine	7	Ecuador, en el festival de cine de la Habana	03-12-09
Film	110 **filmes** de los cuales 105 competirán por los premios Coral	2	Ecuador, en el festival de cine de la Habana	03-12-09
Show	Un **show** de exhibición y concurso	1	Concurso cita de autos clásicos	03-12-09
Mouse	Sobre el escritorio resalta un **mouse**	1	La inserción laboral tiene buenos ejemplos	03-12-09
Kid	Estadounidense **Kids**	1	Una juventud perdida en éxtasis	03-12-09

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Chart Four

Variable: Nacional Newspaper *"El Comercio"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Shock	Estábamos en **shock** y mi hija gritaba	1	El delito desborda a la reforma penal	27-11-09
Ranking	Allí no hay **ranking,** pero se agrupan las instituciones en categorías	2	Evaluación académica	27-11-09
Web	Universidades en la **web**	1	La Investigación le dio la "A" a la Espol	27-11-09
Please	**Please**, préstame el lápiz	1	Los niños cada vez aprenden más idiomas	28-11-09
Yellow	Préstame el color **yellow**	1	Los niños cada vez aprenden más idiomas	28-11-09
Club	Cuencano espera que el **club** gane	3	Cuenca retiene a 10 campeones del 2004	28-11-09
Night club	Poca luz dentro del **night club**	2	El night club El Beso fue clausurado de	29-11-09

			forma definitiva	
Link	Usted puede chequear entrando al **link** de bonos	1	Todo sobre el bono de vivienda	29-11-09
Web	Bonos aprobados en la **web**	1	Todo sobre el bono de vivienda	29-11-09
Club	Vélez Sarfield anotó un gol y su **club** clasificó	4	LDU volvió a ser refugio de cinco albos	29-11-09
Marketing	Existe poco **marketing**	1	Uruguay: el modelo económico rinde	29-11-09
Blog	El populismo ironizó desde su **blog**	1	Mujica, el nuevo presidente de Uruguay	30-11-09
Gol	Se jugará el **gol** de oro	3	D. Quito igualó en Cuenca y está más cerca del bicampeonato	30-11-09
Fútbol	Los equipos exhibieron un buen **fútbol**	3	D. Quito igualó en Cuenca y está más cerca del bicampeonato	30-11-09
Set	Un solo **set**	1	Nadal en baja	30-11-09

			potencia	
Ranking	El número uno del **ranking**	1	Nadal en baja potencia	30-11-09
Club	El **club** no genera utilidades	3	La sociedad anónima no garantiza un título	30-11-09
Football	Hernández a mediados de noviembre en la revista gala France **Football**	1	Messi es el principal aspirante al Balón de Oro	30-11-09
Ranking	Sampras recuperó el número uno del **ranking** mundial	1	Los emprendedores se transformaron en protagonistas del desarrollo económico	01-12-09
Club	El **club** de poesía	2	El festival del piropo convocó a 20 colegios de la zona La Delicia	01-12-09
Miss	Candidatas a **Miss** universo	1	El festival del piropo convocó a 20 colegios de la zona La	01-12-09

			Delicia	
Rally	Milton Calahorrano le pasa **rally** a su heredero	1	Los matadores se entrenan como deportistas de alta competencia	01-12-09
Counter	Llegan hasta los **counters**	1	Los matadores se entrenan como deportistas de alta competencia	01-12-09
Web	Página **web**	2	Aurelio Valdez, reconocido en Bolivia	01-12-09
Miss	Ecuatoriana participó en **Miss** Ecuador	1	Magdalena Stahl, a la entrada de la plaza	02-12-09
Show	Su **show** tuvo gran acogida	2	Frank Bonilla invitó a la afición a un show	02-12-09
Blog	Maizal mantieneun **Blog** en el internet	4	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
Laptop	Antes el escritor tenía una máquina	1	Yo creo en el blog, pero el libro no	02-12-09

	de escribir ahora la convirtió en una **laptop**		desaparecerá: Pedro Mairal	
Web	En la **web,** allí escribe su nombre	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
Zapping	La vida viene hecha **zapping**	2	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
Mail	Como se escribe sin chequear los **mails**	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
On-line	Los textos **on-line** se van armando	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
Unplugged	La lectura **unplugged** es para el libro en papel	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Mairal	02-12-09
Chat	Aparecen las ex novias en el **chat**	1	Yo creo en el blog, pero el libro no	02-12-09

			desaparecerá: Pedro Mairal	
Fan	Exhiben la copa ante sus **fans**	1	La copa brilló en Casa Blanca	03-12-09
Festival	Debían abrir ayer el **festival**	5	Festival de bandas	03-12-09
Filme	El **filme** propone una mezcolanza	6	Megan Fox, tentadora pero muy peligrosa	03-12-09
Club	Comisión de Fútbol del **club**	3	D. Quito planea una fiesta en la plaza el teatro	03-12-09
Web	Diva muy solicitada en la **Web**	1	Ecuador, en el festival de cine de la Habana	03-12-09
Fútbol	Santiago Rivadeneira presidente del la comisión de **Fútbol**	4	D. Quito planea una fiesta en la plaza el teatro	03-12-09
Gol	En caso de empate se jugará el **gol** de diferencia	1	D. Quito planea una fiesta en la plaza el teatro	03-12-09

Author: Nélida Ortiz

Chart Five

Variable: Nacional Newspaper *"El Comercio"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fútbol	En el **fútbol** como en la vida el aspecto económico es clave	4	Los albos no usarán a los cuatro titulares en el juego con el Emelec	27-11-09
Club	Así lo confirmó el presidente del **club**	13	Los hinchas del Quito viajarán en 30 buses	28-11-09
Gol	Fossati anotó un **gol** en el Macaná	1	Dos amigos apoyan al técnico Fossati	28-11-09
Hat-trick	Wayne Rooney anotó un **hat-trick**	1	Manchester United goleó por 4 goles a 1	29-11-09
Set	Batallaron en tres **sets**	2	Irvin logró el título del Campeonato Nacional	29-11-09
Miss	Torneo **Miss** Quito 2009	1	Fisicoculturismo Un torneo para las fiestas de	29-11-09

			Quito	
Fútbol	Ascenso al **fútbol** de primera	6	LDU volvió a ser refugio de cinco albos	29-11-09
Gol	Con el **gol** River recuperó la tranquilidad	2	River Plate logró su ascenso a la B	29-11-09
Mister	Torneo **Mister** Quito 2009	1	Fisicoculturis mo Un torneo para las fiestas de Quito	29-11-09
Club	El **club** Tecnológico lidera la tabal de posiciones	5	Liga, el mejor de la región	30-11-09
Racing	**Racing** de Argentina	1	La Academia	30-11-09
Set	Dos **sets**	1	Invin destronó a Clínica Villa Flora en ecuavóley	30-11-09
Football	Hernández en la revista France **football**	1	Messi es el principal aspirante al balón de oro	30-11-09
Tennis	Nadal es el rey del **tennis**	7	Nadal en baja potencia	30-11-09
Fútbol	El mejor **fútbol** universitario	4	La U. Técnica de Cotopaxi ascendió a la	30-11-09

	apareció en el segundo tiempo	34	B	
Gol	Los hinchas festejaron el **gol**	5	El Barcelona ganó el clásico español y recuperó el liderazgo	30-11-09
Stopper	Los **stoppers** externos	1	Iván Hurtado es el líder de la zaga menos batida del campeonato	01-12-09
Surf	La tricolor intervendrá en ocho disciplinas: **surf**, esquí, etc	1	Ecuador participó en Sudamericano de playa	01-12-09
Tennis	El Suizo Ferrer terminó la temporada de **tennis**	4	Ferrer cerró el año en la cima	01-12-09
Ranking	El tenista culminó al tope del **ranking**	1	Ferrer cerró el año en la cima	01-12-09
Club	El **club** capitalino	6	D. Cuenca y Liga igualaron en la Sub 20	01-12-09
Golf	Tenis y **golf**	1	El II festival Paralímpico	01-12-09

		35	continúa hoy	
Festival	La décima séptima edición del **festival** atlético	2	El Chasquisito se cumplirá el 6 de diciembre	01-12-09
Lobby	Liga de Quito apareció ayer en el **lobby** del hotelSheraton	1	Los Paz intentan retener al DT Fossati	02-12-09
Club	Miranda es uno de los seguidores del **Club**	1	Los seguidores de Liga extrañan a Vera	02-12-09
Set	El comercio y el kitchen te regalan un **set** de cocina	1	Regalos para mamá	03-12-09
Club	Tenis **club**	1	Lapenti prepara su juego con Massú	03-12-09

Author: Nélida Ortiz

Chart Six

Variable: Local Newspaper *"La Randimpa"*

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Show	El **show** de feria fue amenizado por la Agrupación los Diablitos	1	9 de Octubre tiene nueva soberana	10/10 al 16/10-009
Web	La Randimpa se prepara para tener su propia página **Web**	2	Estamos preparándonos para la Web	10/10 al 16/10-2009
Internet	Seguidores de Jaco lanzaron una propuesta en **internet**	1	Estamos preparándonos para la Web	10/10 al 16/10-2009
Wednesday	El **Wednesday**, 07 de Octubre del 2009	1	Estamos preparándonos para la Web	10/10 al 16/10-2009
Récord	Lanzamiento de Martillo impuso recientemente un nuevo **récord**	1	Cuatro deportistas de Morona Santiago competirán en los XVI juegos Bolivarianos	10/10 al 16/10-2009

Internet	CNT, proporciona enlaces de **internet**	6	Morona Santiago está de Fiesta	17/10 al 23/10-2009
Club	El tercer **club** fue el Kalaglas	4	Liga Deportiva Cantonal elige Nuevo Directorio	17/10 al 23/10-2009
On-line	Las televisiones y diarios **on-line** se han volcado en la cobertura	1	Aterriza el globo de Colorado sin el niño dentro	17/10 al 23/10-2009
Web	**Webs** como la del canal CNN han ofrecido en directo el viaje del globo	1	Aterriza el globo de Colorado sin el niño dentro	17/10 al 23/10-2009
Sheriff	La portavoz del **sheriff** del condado	1	Aterriza el globo de Colorado sin el niño dentro	17/10 al 23/10-2009
Family	Tras la prohibición de la serie padre de **family**	1	Chávez prohíbe Padre de Familia por incitar al consumo de marihuana	17/10 al 23/10-2009
Press	Según informaciones de la BBC	1	Chávez prohíbe Padre de Familia por	17/10 al 23/10-2009

			incitar al consumo de marihuana	
Internet	Conéctese por **internet** al sistema del IESS	2	Se descentralizar án prestaciones del Sistema de Jubilaciones	24/10 al 30/10-2009
Reality	El **reality** de la TV amazónica	2	El reality de TV crea expectativas	24/10 al 30/10-2009
Kit	El sector ganadero proveerá de **Kits** de inseminación artificial	1	Nuevo director del MAGAP	24/10 al 30/10-2009
Web	Los contenidos serán publicados en la página **Web**	2	Seguimiento al paro de UNE	24/10 al 30/10-2009
Estrés	Son dos individuos shuar libres de **estrés**	1	De tonto, Poeta y Loco	31/10 al 06/11-2009
Fútbol	Con motivo de las festividades de Tiwintza se realizó un cuadrangular	1	Se realizaron fiestas de cantonización de Tiwintza	31/10 al 06/11-2009

	de **fútbol**			
Récord	Su primer trabajo fue producido en Fabisa **récords** de Macas	1	Guayusamiel prepara segundo disco	31/10 al 06/11-2009
Folklore	Sus canciones son de corte romántico y mosaicos de Boleros y **folklore**	1	Guayusamiel prepara segundo disco	31/10 al 06/11-2009
Festival	Al final del **festival** se entregó varios trofeos	3	Festival de los cantones con los adultos	07/11 al 13/11-2009
Web	El portal **Web** el ciudadano	1	Cuba dotará al país de unidades termoeléctricas	07/11 al 13/11-2009
Stock	Se importarán diésel desde Colombia para asegurar suficiente **stock**	1	El Ecuador cuenta con combustibles extranjeros	14/11 al 20/11-2009
Contac center	Llamar al contact center	1	Nuevo plan Fono control para clientes de la CNT	14/11 al 20/11-2009

Test	Se unirá **test** de ADN	1	Una prueba de adn para descubrir a los auténticos venecianos	14/11 al 20/11-2009

Author: Nélida Ortiz

Chart Seven

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Estrés	Se está usando una pequeña pelota para aliviar el **estrés**	4	Aromaterapia - Colorterapia	24/10 al 30/10-2009

Author: Nélida Ortiz

Chart Eight

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
Tip	Continuaremos con una serie de **Tips**	4	La salud al día	10/10 al 16/10-2009
Estrés	El **estrés** provoca una serie de enfermedades	12	La salud al día	10/10 al 16/10-2009
Run	El **run run** de los famosos	1	El **run run** de los famosos	14/11 al 20/11-2009
Show	AU-D brindó un **show** muy singular	2	AU-D se robó el espectáculo	14/11 al 20/11-2009
Tip	Calor de hogar es una producción con segmentos como: **Tips** de belleza	1	Noris Bonilla tiene calor de hogar	14/11 al 20/11-2009
Show	Su **show** tuvo gran acogida	3	El show de feria con Guaraca	14/11 al 20/11-2009
Change	El climate **change**	1	Efectos en el clima	21/11 al 27/11-2009

Anglicisms	Examples	Word repetition number	Title of the article	Date
Estrés	Libérate del **estrés**	12	La salud al día	21/11 al 27/11-2009
Run	El **run run** de los famosos	1	El **run run** de los famosos	07/11 al 13/11-2009

Author: Nélida Ortiz

Chart Nine

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Sport	El club **sport** de Guayaquil jugará mañana	2	Historia de la Federación Ecuatoriana de Fútbol	10/10 al 16/10-2009
Internet	En el **internet** informan que quienes estaban armados fueron los arutams	1	"Los Arutams" ¿Mito o realidad?	17/10 al 23/10-2009
Ranking	Tercero en el **ranking**	1	Administración del Banco de Pichincha maneja más	17/10 al 23/10-2009

			dinero	
Sexy	La famosa presentadora Mariam Sabate, aun se le ve muy **sexy**	1	Marian Sabate y esto no tiene nombre	07/11 al 13/11-2009
Web	Diva solicitada en la **Web**	1	Marian Sabate y esto no tiene nombre	07/11 al 13/11-2009
Raiting	Poco **raiting**	1	Marian Sabate y esto no tiene nombre	07/11 al 13/11-2009
Show	Cuánto vale el **show?**	1	Marian Sabate y esto no tiene nombre	07/11 al 13/11-2009
Récord	Jackson bate **récord**	1	Retrato de Michael Jackson bate record guinness	07/11 al 13/11-2009

Author: Nélida Ortiz

Chart Ten

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fútbol	En los I	9	I Juegos	10/10 al

	Juegos Nacionales Prejuveniles existirán 13 disciplinas entre ellos el **Fútbol**		Nacionales Prejuveniles	16/10-2009
Tenis	En los I Juegos Nacionales Prejuveniles existirán 13 disciplinas entre ellos el **Tenis**	1	I Juegos Nacionales Prejuveniles	10/10 al 16/10-2009
Club	Lic. Henry Palacios Técnico del **club** Macas	2	Los guayaquileños nos ganaron en fútbol	10/10 al 16/10-2009
Gol	El primer **gol** fue ecuatoriano	5	Sudáfrica 2010: Un sueño que no se hizo realidad	17/10 al 23/10-2009
Racing	A este triunfo tenía que añadirse el resultado favorable del **Racing** de Pillaro	3	El Morona se despidió como los grandes	17/10 al 23/10-2009
Fútbol	Un agasajo	6	Continúa el	24/10 al

	navideño dedicado a todos los alumnos del **fútbol**		torneo "Mis Primeros Goles"	30/10-2009
Club	Inauguran campeonato de fútbol con la presencia del **Club** Juvenil de Sevilla	10	Inicio torneo de Fútbol Copa Don Bosco	31/10 al 06/11-2009
Fútbol	La comunidad Sagrado Corazón se hicieron acreedores a un balón de **fútbol**	5	Morona inaguró el torneo de fútbol	31/10 al 06/11-2009
Reality	El **reality** televisivo	2	Los retadores perdieron en Ecuavoley	07/11 al 13/11-2009
Rafting	El **rafting,** Kayak y el cabo comando, permitió cruzar el río Upano	2	Las fiestas con deportes extremos	07/11 al 13/11-2009
Club	El **club** aventura	3	Las fiestas con deportes extremos	07/11 al 13/11-2009
Fútbol	Aucas	10	Hinchas	07/11 al

45

	descendió al **fútbol** de la segunda división		despidieron al "Papa"	13/11-2009
Récord	6 **récords** nacionales	1	Samanta Arevalo: manos que reman con dirección al triunfo	14/11 al 20/11-2009
Gol	El único **gol** del partido fue de Jonatan Shumi	2	Terminó campeonato interparroquial de fútbol	14/11 al 20/11-2009
Internet	Algunos deportistas no tienen acceso al **internet**	1	Los apagones y el deporte	21/11 al 27/11-2009
Reality	El **reality** de la Amazonía	2	Jeremias ganó el reto de Ecuavoley	21/11 al 27/11-2009
Fútbol	Cuenquita un favorito para ganar el Campeonato de **fútbol**	1	El Cuenquita un finalista de lujo	21/11 al 27/11-2009
Set	En el **set** definitivo	1	Jeremias ganó el reto de Ecuavoley	21/11 al 27/11-2009

Author: Nélida Ortiz

Chart Eleven

Variable: Tabloid *"El Extra"*

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Bodyguard	La seguridad **bodyguard** repelieron de inmediato el ataque de los ladrones	1	Asaltaron Tesalia a sangre y fuego	23-11-09
Club	El **Club** de Manta dirigido por Ruquito, Isacio y Conejito	1	Manta campeón en New York	23-11-09
Test	Conteste el **test** de seguridad eléctrica	1	La inspección eléctrica en casa	24-11-09
Club	Representante del **club**	1	Ni la moscas se podían acercar	25-11-09
Ranking	**Ranking** mundial de la corrupción	4	Ranking de la corrupción	26-11-09
Breaker	Refiere que en la casa debe tener un bipolar o	3	Donde no hay medidores la gente esta expuesta al	27-11-09

Anglicisms	Examples	Word repetition number		Title of the article	Date
	breaker		peligro		
Look	**Looks** raros, pero efectivos a la hora de la verdad	1		Chullas Quiteños regresan recargados	29-11-09
Jean	Su clóset está lleno de **jeans** que son combinados con zapatos blancos	1		Chullas Quiteños regresan recargados	29-11-09

Author: Nélida Ortiz

Chart Twelve

Variable: Tabloid *"El Extra"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
Full	Mazda, **full** equipo	4	Vehículos/Venden	23-11-09
Stand	Por temporada **stand**	1	Empleos	23-11-09
DVD	Reparamos equipos de sonido, **DVD**	1	Mantenimiento y Reparación	23-11-09
Laptop	**Laptops** sin entrada cuotas mensuales	4	Computación	23-11-09

Internet	Películas: **Internet:** Especiales	2	Audio y Video	23-11-09
Confort	Sensacional habitaciones **confort**	1	Hoteles	23-11-09
Marketing	Técnicas **marketing**	1	Negocios/Prop onen	23-11-09
Comic	Necesitamos dibujantes **comics**	1	Necesitamos dibujantes comics	23-11-09
Chat	**Chat** caliente en vivo	3	Servicios especiales	23-11-09
Hot	Envía imagen 2674 **hot**	2	Servicios especiales	23-11-09
Sexy	Envía **sexy** al 1214	1	Servicios especiales	23-11-09
DVD	Vendemos **DVD** karaoke sony	1	Anuncios de Ferrisariato	24-11-09
Tool	Vendemos juegos de herramientas por series de KR **tools**	3	Anuncios de Ferrisariato	24-11-09
Shopping	Venden villa cerca de **shopping**	1	Bienes raices/Venden	24-11-09
Full	Hunday **Full** equipo	11	Vehículos /Venden	24-11-09
Smoking	Vendovestidos, **smoking**	1	Negocios/Ropa y accesorios	24-11-09

Sexy	Envía **sexy** al 1214	3	Servicios Especiales	24-11-09
Chat	**Chat** 24 horas en vivo	1	Servicios Especiales	24-11-09
Hot	Envía imagen 2672 **hot**	2	Servicios Especiales	24-11-09
Blue	Edificio **blue**	1	Bienes raices/Alquilan	25-11-09
Full	Hummer **full** equipo	7	Vehículos/Venden	25-11-09
Stock	Papelería bazar **stock**	1	Negocios/Venden	25-11-09
Hot	Ornella **hot** 100% real	4	Servicios Especiales	25-11-09
CD	Llámenos y reclame su **CD** gratis	1	Eventos	25-11-09
DVD	Remato por viaje 300 películas **DVD**	2	Negocios/Venden	25-11-09
Chat	**Chat** caliente en vivo	4	Servicios Especiales	25-11-09
Internet	Películas, **Internet**	4	Audio y Video	25-11-09
Full	Mazda, **full** equipo	9	Vehículos/Venden	26-11-09
Sexy	Rubia **Sexy**	3	Servicios especiales	26-11-09
Cd	**Cd** gay	1	Tiendas sex shop	26-11-09
Shop	Natural **shop**	1	Tiendas sex	26-11-09

			shop	
Hot	Envía imagen 2672 **hot**	3	Servicios Especiales	26-11-09
Full	Vendo Chevrolet **full** equipo	8	Vehículos/Venden	27-11-09
Record	Rehabilita-ción **record** policial	1	Empleos	27-11-09
Split	Instalación eléctrica, **split,** etc	1	Servicios Profesionales	27-11-09
CD	Reclame su **CD** gratis	1	Negocios/Venden	27-11-09
Gay	Videos **gay**	1	Tiendas sex shop	27-11-09
Swinger	Parejas **swinger**	1	Servicios especiales	27-11-09
Confort	Hotel **confort** sensacional habitaciones	1	Hoteles	27-11-09
Hot	Envía imagen 2676 **hot**	3	Servicios Especiales	27-11-09
Cd	Vendo radio **Cd**	1	Propaganda de vehículos	28-11-09
Look Sexy	Vibre con su **look sexy**	1	Lunes sexy	28-11-09
Sexy	Incluye **sexy** póster	1	Lunes sexy	28-11-09
Show	**Shows** en vivo	1	Hoy regresa la caravana más refrescante	28-11-09

Stand	Entre los **stands** se destacaron las provincias	1	Altamar realiza feria de Innovación	28-11-09
Cd	Venden Peugeot con radio **cd**	1	Vehículos/ Venden	29-11-09
Chip	Vendedores con experiencia para **chips**	1	Empleos	29-11-09
Software	Se necesitan desarrolladores de **software** y laboratoristas	2	Servicios Profesionales	29-11-09
Chat	Sexy **chat**	1	Servicios Especiales	29-11-09
Relax	**Relax** terapeútico dolores piernas	1	Servicios Profesionales/ Salud	29-11-09
CD	Llámenos y reciba su **CD** gratis	1	Eventos	29-11-09
Hot	Envía imagen 2674 **hot**	2	Servicios Especiales	29-11-09
Looker	Vendo nighclub **Lookers**	1	Negocios /Venden	29-11-09
Full	Chevrolet **full** equipo	3	Vehículos/Ven den	29-11-09
Sexy	**Sexy** chat	1	Servicios	29-11-09

			Especiales	

Author: Nélida Ortiz

Chart Thirteen

Variable: Tabloid *"El Extra"*

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fan	Emocionados sus **fans** gritaban	1	Charly García dejó en la percha al viejo diablo de sus conciertos	23-11-09
Thriller	Por su disco **thriller** según la página Web	1	Michael Jackson animó el show	23-11-09
Web	Página **Web** del cantante	1	Michael Jackson animó el show	23-11-09
Show	Jackson animó el **show**	4	Michael Jackson animó el show	23-11-09
Fan	Concedidos por los **fans**	3	Michael Jackson animó el show	23-11-09
Club	Manabí respalda al **Club**	2	Fernando Lara todo un fenómeno de	24-11-09

			TV	
Staff	El **staff** de los extraterrestres no permitieron que canten los panameños	3	Wisin y Yandel hechos los exquisitos en Ambato	24-11-09
Show	No dejaron que otros artistas abran el **show**	8	Wisin y Yandel hecho los exquisitos en Ambato	24-11-09
Full	El personal de los puntos de venta estuvo a **full**	1	Extra arrasó totalmente en Daule	24-11-09
Sexy	Buscando a la chica **sexy**	1	Extra arrasó totalmente en Daule	24-11-09
Opening	Con un excelente **opening** y pasarela a cargo de Duberly Villegas	1	Diana Ortiz es la nueva reina de Cañar	25-11-09
Marketing	Creó un mercado y todo un **marketing**	1	Afirma que no tiene rival Karen Minda	25-11-09
Internet	Este programa se trasmitirá a través del **internet**	2	Diosas de TV	25-11-09

Fútbol	A Charly le dieron ganas de jugar **fútbol**	2	Charly García "Voy a dar un gran concierto	26-11-09
Fan	Llegó el artista a Guayaquil en medio de decenas de **fans**	1	Charly García "Voy a dar un gran concierto"	26-11-09
Shopping	Charly sale de **shopping**	2	Charly García "Voy a dar un gran concierto"	26-11-09
Show	El montaje del **show** empezó desde ayer en la mañana	1	Charly García "Voy a dar un gran concierto"	26-11-09
Miss	Adela Aimée primera finalista en **Miss** Universo 2009	3	El desfile estuvo organizado por Sandra Vinces ¡Ada Aimée en Ecuador!	26-11-09
Club	El experimento de Angelo Barahona en el **club**	1	Barahona Perdió	27-11-09
Fútbol	Alejandro Kenig seguía un curso para entrenadores	3	Estará un mes en el país Alejandro Kenig	27-11-09

	de **fútbol**			
Reality	Alejandro K. ganó 100 mil dólares al ganarse el **reality** "Desafío"	1	Estará un mes en el país Alejandro Kenig	27-11-09
Fan	Alguien azuzaba a lo **fans** para que griten	3	Charly, un símbolo de paz	28-11-09
Jean	Charly apareció con **jeans** y leva	1	Charly, un símbolo de paz	28-11-09
Show	El **show** artístico	5	Diversión nos piden y diversión les damos	28-11-09
Fútbol	Liga en estos momentos representa al **fútbol** del Ecuador	4	Por el cupo de la Libertadores	29-11-09
Cheerleader	Las **cheerleaders** se adueñan de las alturas	1	La fiesta CHULLA se prendió en la capital	29-11-09

Author: Nélida Ortiz

Chart Fourteen

Variable: Tabloid *"El Extra"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Ranking	El **ranking** detestable de la corrupción	1	La corrupción	23-11-09
Round	El siguiente **round** de la pelea	1	Noboa se quedó con las ganas de ver la cara a Maruri	24-11-09
Jean	Con **jeans** ajustados en sus derriers	1	De Cali es Quito la sucursal	25-11-09
Fútbol	Es que el todavía jugador de **fútbol** es el favorito de los pequeños	5	Se lo nota cambiado a Kaviedes	26-11-09
Cd	León también tiene su **Cd** como solista	3	Máximo León sigue rugiendo	26-11-09
Festival	El 10 de Enero se realizará un **festival** cristiano	1	Máximo León sigue rugiendo	26-11-09
Hobby	Transformar	1	Chatarras	27-11-09

	los carros es un **hobby**		transformadas en envidiables clásicos	
Fútbol	Deje el **fútbol** por mis problemas de conducta	4	¡Me levantaré con fuerza de la mano de Dios! Jaime Iván Kaviedes	28-11-09
Miss	Mariza fue **Miss** Zamora 2002	1	Marisa ¡Una "Cristiana" muy "Ronalda"!	29-11-09
Reality	Un **reality** al puro estilo	2	Mejía prepara reality en Ecuador	29-11-09
Cd	En nuestro país graban **Cd** quienes tienen recursos	1	Mejía prepara reality en Ecuador	29-11-09
Fútbol	Mi aspiración es que llegue muy alto en el **fútbol**	3	Si mi hijo queda campeón seré la madre más feliz del mundo	29-11-09

Author: Nélida Ortiz

Chart Fifteen

Variable: Tabloid *"El Extra"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fútbol	La Escuela Metropolitana de **fútbol** se consagró campeona	7	La Metro arrasó en torneo Manaba	23-11-09
Gol	Mauricio Donoso metió un **gol**	4	Se prendió la fiesta	23-11-09
Record	Gasto electoral al **récord** del Alcalde de N. York	1	El trébol soñado	24-11-09
Sport	Cuca ganó el torneo carioca al **sport** Recife	2	Ayer empezó la venta para el partido del Miércoles	24-11-09
Fútbol	En esta fecha la figura del **fútbol** fue Pancho Cevallos	3	En la final de la copa libertadores 2008	25-11-09
Club	Guayaquil hace tiempo tiene un ferviente **club**	6	Huracán aportó jugadores al fútbol	26-11-09

			profesional	
Gol	Luis Bolaños marcó el primer **gol**	5	En busca de otro Maracanazo	26-11-09
Record	Todo un **record** por su fundación	1	Le da a Guayas un cupo de la serie B	29-11-09
Fútbol	Boletos para el **fútbol** profesional	7	Le da a Guayas un cupo de la serie B	29-11-09

Author: Nélida Ortiz

QUANTITATIVE TABULATION

Chart Sixteen

Variable: National Newspaper *"El Comercio"*

	Section	f	%
Anglicisms	News	57	10.12
	Ads	314	55.78
	Social pages	42	7.46
	Sports	75	13.32
	Reports	75	13.32
	Total	**563**	**100**

Author: Nélida Ortiz

Chart Seventeen

Variable: Local Newspaper *"La Randimpa"*

	Section	f	%
Anglicisms	News	39	25.16
	Ads	4	2.55
	Social pages	37	23.57
	Sports	66	42.04
	Reports	9	5.73
	Total	**155**	**100**

Author: Nélida Ortiz

Chart Eighteen

Variable: Tabloid sensacionalista *"El Extra"*

	Section	f	%
Anglicisms	News	13	5.17
	Ads	121	48.21
	Social pages	57	22.71
	Sports	36	14.34
	Reports	24	9.57
	Total	**251**	**100**

Author: Nélida Ortiz

The Most Frequent Anglicisms

Chart nineteen

Anglicisms	Word repetition number
Full	274
Fútbol	100
Club	80
Show	32
Estrés	30
Gol	28
Internet	26
Festival	23
Tenis	23
Web	17
Hot	16
Ranking	13
Fan	11
Chat	11
Sexy	11
CD	10
Stock	9
Marketing	9
DVD	9
Filme	9

Shopping	9
Reality	9
Set	8
Software	8
Miss	8
Récord	7
Penthouse	7
Round	6
Confort	6
Laptop	6
Hardware	5
Blog	5
Tip	5
Chip	5
Gay	4
Staff	4
Sport	4
Racing	4
Test	3
Dry	3
Stand	3
Breaker	3
Jean	3
Tool	2

Challenge	2
Hacker	2
Kit	2
Thriller	2
Holding	2
Relax	2
Disigner Book	2
Night Club	2
Zapping	2
Online	2
Run	2
Rafting	2
Reality	2
Mouse	2
Jet-set	2
City	2
Football	2
E-mail	2
Notebook	1
Fuel oil	1
Checklist	1
Campus	1
Break	1
Lobby	1

Business	1
Market	1
Energy	1
Chart	1
Friend	1
Best seller	1
Penthouse	1
Messaging	1
Light	1
Networking	1
Exchange	1
Beagle	1
Windows	1
Ankle boots	1
Flat	1
Call Center	1
Wester	1
Kid	1
Please	1
Yellow	1
Link	1
Rally	1
Counter	1
Mail	1

Unplugged	1
Hat-trick	1
Mister	1
Stopper	1
Surf	1
Golf	1
Wednesday	1
Sheriff	1
Family	1
Press	1
Folklore	1
Contac Center	1
Change	1
Raiting	1
Bodyguard	1
Look	1
Comic	1
Smoking	1
Blue	1
Shop	1
Split	1
Swinger	1
Look sexy	1
Shock	1

Looker	1
Radio cd	1
Opening	1
Hobby	1
TOTAL	**969**

Author: Nélida Ortiz

DISCUSSION

This section stablishes interpretative and explicative relations between scientific contents and the quantitative and qualitative information collected through this research. It contains the following parts Theoretical Background, Description and Analysis of Results, and Conclusions.

Theoretical Background

This section indicates the theory on which the study is based and provides the background and context for the research problem. It should establish the need for the research and indicate that the writer is knowledgeable about the area.

The literature review is important because it provides scientific theoretical foundation to the investigation and to obtain evidence of previous studies related to the topic or investigation area.

The form of the theoretical background or literature review may vary according to the nature of the field: experimental, philosophical, theoretical, comparative, etc but its purpose will be the same in all fields.

Language

Language is certainly the most important means of communication in any human community or culture in virtue of

which human experience is analyzed differently in each given community into units, each endowed with semantic content and phonic expression.

Dobrovlsky and O`Graby (1989) argue that language is so natural to all human beings. The language is a system of communication, a medium of thought, a vehicle for literary expression, and a factor of nation building. In fact, speakers express ideas, feelings, emotions and opinions through language. In addition, myths, laws, customs, traditions and beliefs are passed down from generation to generation by means of language.

Similarly, Deacon (1998) says "language is considered to be a system of communicating with other people using sounds, symbols and words in expressing a meaning, idea or thought. This language can be used through oral and written communication as well as using expressions through body language."

In addition, Espinoza (2007) reports "language is a complex system used for human communication, based on a small number of arbitrary vocal symbols and sound units which combine, according to certain rules, into large and more complex structures with semantic content."

Also, Burneo (2008) says "language is a social, cultural and psychological phenomenon that serves the purpose of communication among human beings." "Language is a mental phenomenon, a body

of knowledge about sounds, meanings and structures, which resides in the minds of speakers."

Finally, language is a system composed of sounds, symbols, meanings and structures that enables human beings to communicate with others in order to express ideas, feelings, etc.

Linguistics

Linguistics is the scientific study of human language, that study the manifestations, structure and variation of language including phonetics, phonology, morphology, syntax, semantics, sociolinguistics, pragmatics and the social and cultural influences that shape its development.

Muñoz J. (1976) states that linguistics is a science which analyzes and describes a language as it is used by its native speakers.

Similarly, Nunberg (2003) says that "linguistics deals with the study of all aspects of human language regarding the way in which speakers use their native language, and what they must know in order to use it in a communicative manner."

Linguistics works on specific languages, but their primary goal is to understand the nature of language and to increase our knowledge and understanding of the world.

In addition, the Dictionary of the English Language (2009) reports that linguistic is narrowly defined as the scientific approach to the study of language, but language can, of course, be approached

from a variety of directions, and a number of other intellectual disciplines are relevant to it and influence its study.

According to, Aristar Helen and Appleby Michael (2002), the fields of study of linguistics are:

- *Anthropological-linguistics.* -That studies language with particular reference to the society and cultures of speakers.

- *Applied-linguistics.* -is related with the use of linguistic methods for solving real world problems, specially problems of literacy or language learning.

- *Cognitive science.* - is the term of linguistic theories of language that attempts to show language to be a product of general cognitive functions.

- *Computing linguistics.* -is the use of computer science in the study of language.

- *Discourse-analysis.* - is the broad analysis of linguistics without specialization in any subfield.

- *Historical linguistics.* - is the historical study of language change. It studies the development of language through the time.

- *Sychronic-linguistics.* - is the description of language in a determined period of its evolution.

- *Language-description.* -are the report and/or analysis of data from a language, usually previously uncirculated.

- *Lexicography.* - is the process of compiling or studying lexical resources and dictionaries, either monolingual or multilingual.

- *Linguistics and Literature.-* is the application of linguistic analysis to literary texts such as fiction, drama or poetry

- *Linguistic-theories.* - are fundamental to linguistic science, often spanning more than one subfield such as phonology and syntax.

- *Sociolinguistics.* - is "The study of language in the context of the society that speaks it".

Branches of Linguistics

The main branches of linguistics are: morphology, semantics, syntax, pragmatics and phonology. These areas are interdependent, but they can be distinguished from each other due to their concentration on specific aspects of the language.

Morphology

Morphology is the study of word structure. This is how the words are formed.

Burneo R. (2008), says "morphonology is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles."
Word-formation governs both the phonological and the morphological structure of words. The morphological structure refers to possible combinations of morphemes – prefixes, roots and suffixes to make up words.

Morphemes are the most meaningful units in any human language. Thus, words are formed by a single morpheme; that is to say, a root and no prefixes or suffixes are attached to them. For

example, dog, work etc. There are other words, which are more complex because they contain prefixes or suffixes attached to the root morpheme to form new words. For example, working, enrich etc. Morphemes might be free or bound. A free morpheme is meaningful on its own. By contrast, bound morphemes need to be linked to other morphemes to have meaning.

Semantics

Semantics deals with the study of linguistic meaning of morphemes, words, phrases, and sentences.

Bréal`s Michael (1897), says that the word semantics denotes a range of ideas, from the popular to the highly technical. It is often used in ordinary languages to denote a problem of understanding that comes down to word selection or connotation.

The formal study of semantics intersects with many other fields of inquiry, including proxemics, lexicology, syntax, pragmatics, etymology and others.

Also, Langshaw Jhon Agustín (1962), affirms that when people say something, there is the performance of an act of speech or if they make something as to annunciate, predict or inform its meaning, it is done in the speech through the expression.

In addition, Scarle Jhon (1969), relates the functions of the signs or expressions with their social context. Speech involves three kinds of acts.

- *Elocutionary acts:* when we enunciate things that have certain sense or reference.

- *Illocutionary acts:* when somebody promotes or orders something through oral speech.

- *Perlocutionary acts:* when the speaker makes something to the interlocutor while he is talking.

On the other hand, Burneo Rosario (2008), reports that grammarians have identified two types of meaning, word meaning and speaker's meaning. "Word meaning refers to the central denotation that an entry has in the dictionary. While, the speaker's meaning refers to what a speaker intends to convey when he/she uses the language in communication." These two types of meaning are known as Denotation and Connotation.

Denotation refers to the semantic meaning of words, while connotation meanings might express that words are used in context.

Syntax

Syntax studies the signs with independence of its meaning. It is a part of grammar that teaches the way in which words must be linked to each other to form grammatical sentences.

Macancela (1988), says "syntax is the combination of words to form phrases and sentences, syntax varies in many languages."

In addition, the Britannica Concise Encyclopedia (2006), states that syntax is the study of the principles and rules for constructing sentences in natural languages. The term syntax is also used to refer

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directly to the rules and principles that govern the sentence structure of any individual language.Modern research in syntax attempts to describe languages in terms of such rules. Many professionals in this discipline attempt to find general rules that apply to all natural languages. The term syntax is also sometimes used to refer to the rules governing the behavior of mathematical systems, such as logic, artificial formal languages, and computer programming.

Some of the major approaches to the discipline are listed below.

- *Generative grammar*. - The hypothesis of generative grammar is that language is a structure of the human mind. The goal of generative grammar is to make a complete model of this inner language.

- *Categorial grammar*. -is an approach that attributes the syntactic structure not to rules of grammar, but to the properties of the syntactic categories themselves.

- *Dependency grammar*.- the structure is determined by the relations (such as grammatical relations) between a word (a head) and its dependents, rather than being based in constituent structure.

- *Stochastic/probabilistic grammars.* -Theoretical approaches to syntax that are known as stochastic grammars.

- *Functionalist grammars.* -Functionalist theories, although focused upon form, are driven by explanation based upon the function of a sentence.

Similarly, Wiśniewski Kamil (2007) states that **syntax** is a branch of linguistics that is concerned with the study of the structure of a sentence and ordering of its elements.

As a consequence of the differences in the approaches a division of sentences on the basis of their complexity was created. And thus sentences are either major, or minor. Major sentences can be modified or analyzed into patterns of elements. On the other hand, minor sentences cannot be broken down into patterns of elements, because they use 'abnormal' patterns, in that they do not follow the rulers of grammar.

Seeing all those difficulties what Chomsky showed was the difference between the deep and surface structure of a sentence. The surface structure of a sentence was its grammatical form, and the deep structure was understood as the meaning of sentence.

To sum up, we can say that the grammar of a language is the core of language, because it deals with structure and function. Then syntax deals with the structure and the function of grammar, because it links meaning with a concrete means of expression such as sounds or written symbols.

Pragmatics

This branch of linguistics deals with the study of meaning and its transmission of words by manner, place, time, etc. Pragmatics studies how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a

conversation.   It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One is the informative intent or the sentence meaning, and the other the communicative intent or speaker meaning (Leech, 1983; Sperber and Wilson, 1986).

Shaoozhong Liu (1970), proposes some of the aspects of language studied in pragmatics:

- *Deixis:* meaning 'pointing to' something.

- *Presupposition:* referring to the logical meaning of a sentence or meanings logically associated with or entailed by a sentence.

- *Performative:* implying that by each utterance a speaker not only says something but also does certain things: giving information, stating a fact or hinting an attitude.

- *Implicature:* referring to an indirect or implicit meaning of an utterance derived from context that is not present from its conventional use.

Although pragmatics is a relatively new branch of linguistics, research on it can be dated back to ancient Greece and Rome where the term pragmaticus is found in Latin and pragmaticos in Greek, both meaning of being practical. Modern use and current practice of pragmatics is credited to the influence of the American philosophical doctrine of pragmatism.

Also, W. Morris Charles (1938), states "pragmatics tries to understand the relationship between signs and their users, while

semantics tends to focus on the actual objects or ideas to which a word refers to, and syntax examines relationships among signs. Semantics is the literal meaning of an idea whereas pragmatics is the implied meaning of the given idea."

A traditional criticism has been that pragmatics does not have a clear-cut focus, and in early studies there was a tendency to assort those topics without a clear status in linguistics to pragmatics. (Leech, 1983)

Similarly, Holmes Janet (2008), reports "pragmatics extends the analysis of meaning beyond grammar and word meaning to the relationship between the participants and the background knowledge they bring to a situation. Pragmatics is concerned with the analysis of meaning in interaction."

According to Wikipedia, the free encyclopedia (2009), pragmatics encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the linguistic knowledge of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, and time of an utterance.

Phonology

Phonology is the study of the sound patterns of language. It is concerned with how sounds are organized in a language.

Espinoza Camilo (2007), says "phonology is a science, branch of linguistics, which studies the speech sounds in general, according to their production, composition, distribution and function within the language."

In addition, Burneo Rosario (2009), argues that phonology can be studied from two different approaches: phonemics and phonetics. Phonemics studies the sound system; while, phonetics study particular speech sounds from their articulatory, acoustic and auditory forms. Articulatory phonetics analyzes how the human vocal apparatus produces sounds; acoustic phonetics deals with the sound waves produced by speech; and auditory phonetics studies how the hearer perceives speech sounds.

Morphological procedures

From Wikepedia Neologismos (2007),the morphological procedures of creation of words are the derivation, the composition and the parasynthesis.

- *Derivation.* - It consists on forming new words by means of the addition of affixes (they can be suffixes or prefixes) to the nuclear morpheme or lexeme: bookstore, subsoil, etc.

- *Composition.* - It consists on forming new words by means of the sum of two different lexemes (that can be lexical or grammatical),

identifiable as such for the speaker and that they can appear independently), or for the union of two previously existent words: Spanish American, Anglo-American, geology, etc.

Terminology

The main procedures for those that are formed the compound words are: a) For juxtaposition of words, with or without script (not consolidated compounds; there are several consolidation grades): political-social, car-bed; b) For direct sum of words (sometimes with some modification of the first element) forming a single graphic unit: uneasiness, Spanish American, uselessly c) For aggregation of a way prefix Greek or Latin to a Spanish word: single-seater, automobile. c) For aggregation of a way Greek or Latin suffix to a Spanish base: oil-bearing, herbivore. d) For sum of a way prefix and suffix Greek or Latin: telephone, thermometer, biology, democracy, etc.

- *Parasynthesis. -* is a special case of composition and derivation. We can distinguish two cases:

  - *Compound parasynthesis,* if they converge, of solidary form, the composition and the derivation to form a new word (lex + lex + suffix), without that it exists in the language neither the alone compound nor the derived alone: stonecutter, tinsmith, etc.

  - *Derived parasynthesis,* words formed by the solidary action of a prefix and a suffix that act on the lexical base (without that exist words in the language only with prefix, or only with suffix;

that is to say the combination is always prefix+lexeme+suffix'): to derail, to quarter, to sweeten, etc.

Historical Linguistics

Historical Linguistics or diachronic linguistics is the study of language change over time. From Wikipedia, the free encyclopedia (2007), Historical linguistics studies the history and evolution of languages through the comparative method. Often the aim of historical linguistics is to classify languages in language families descending from a common ancestor. This evolves comparison of elements in different languages to detect possible cognates in order to be able to reconstruct how different languages have changed over time. This also involves the study of etymology, the study of the history of single words. Historical linguistics is also called "diachronic linguistics" and is opposed to "synchronic linguistics" that study languages in a given moment in time without regarding its previous stages.

Historical linguistics was among the first linguistic disciplines to emerge and was the most widely practiced form of linguistics in the late 19th century. The shift in focus to a synchronic perspective started with Saussure and became predominant in western linguistics with Noam Chomsky's emphasis on the study of the synchronic and universal aspects of language.

Descriptive Linguistics. - Linguists have been concerned with describing and documenting languages previously unknown to

science. Starting with [Franz Boas](#) in the early 1900s, descriptive linguistics became the main strand within American linguistics until the rise of formal structural linguistics in the mid 20th century. The rise of American descriptive linguistics was caused by the concern with describing the languages of indigenous people that were (and are) rapidly moving towards extinction. The ethnographic focus of the original Boasian type of descriptive linguistics occasioned the development of disciplines such as [sociolinguistics](#), [anthropological linguistics](#), and [linguistic anthropology](#), disciplines that investigate the relations between language, culture and society.

Language change

Malmkjaer (1991) says, "Expressions already existent in the language are often usurped giving rise to new meanings for old words."

Language change refers to the changes that a language experiences over time. These changes can happen in the phonetic, morphological, semantic, syntactic, and other features of language.

Two linguistic disciplines, in particular are concerned in studying language change:

Historical Linguists.- examine how people in the past used language and seek to determine how subsequent languages derive from previous ones and relate to one another.

Sociolinguists. -study the origins of language changes and want to explain how society and changes in society influence language.

In addition, Altintas K. Can F. Patton J. M (2007), argue that all languages are continually changing.

From Wikipedia, the free encyclopedia (2007), all languages change constantly, and do so in many and varied ways.

- *Lexical changes.* - The study of lexical changes forms the diachronic portion of the science of onomasiology. The ongoing influx of new words in the English language helps to make it a rich field for investigation into language changes, despite the difficulty of defining precisely and accurately the vocabulary available to speakers of English.

- *Phonetic and phonological changes.* -The concept of sound change covers both phonetic and phonological developments. The sociolinguist William Labov (1963), famously recorded the change in pronunciation in a relatively short period in the American resort of Martha's Vineyard and showed how this resulted from social tensions and processes.

- *Spelling changes.* -Differences in spelling often catch the eye of a reader of a text from a previous century. In the pre-print erea, when literacy was much less common, there was no fixed system and in the handwritten manuscripts that survive, words are spelt according to regional pronunciation and personal preference. Modern English spellings do not result from a single consistent system; rather, they show evidence of previous pronunciations which had changed over time.

- *Semantic change.* - The appearance of a new word marks only the beginning of its existence. Once it becomes part of the language the meanings and applications it has for speakers can shift dramatically, to the point of causing misunderstandings.

- *Syntactic change.-* affects grammar in its morphological and syntactic aspects and is seen as gradual, the product of chain reactions and subject to cyclicdrift.

- *Sociolinguistics and language change.* –The sociolinguist Jennifer Coates, following William Labov (1963), describes "linguistic change as occurring in the context of linguistic heterogeneity. She explains that linguistic change can be said to have taken place when a new linguistic form, used by some sub-group within a speech community, is adopted by other members of that community and accepted as the norm."

On the other hand, Holmes J. (2008), reports that language varies in three major ways which are interestingly interrelated: over time, physical space and socially.

Also, she says "in reality it is not so much that language itself changes, as that speakers and writers change the way they use the language. Speaker innovation is a more accurate description that language changes. All language changes have its origins in the variation."

Language vice

Carreño S. (2006) cites that, "language vice can be understood as the factors that might alter the normal flow of verbal communication." These factors are divided into three groups.

- *Pragmatic vices.* -Affect meaning, and they occur along speech production when non-conventional linguistic forms are used, making the message difficult to understand, or causing misunderstanding. There are two kinds of pragmatic vice: archaism and neologisms.

    - *Archaisms.* - are antiquated words or words that have fallen into disuse that have been discarded over time. They are generally substituted by new words or they disappear because the objects which they make reference are no longer used. For example: azas, calzas, jubón etc.

    - *Neologisms.* - according to the Oxford English Dictionary, Neologisms are "newly coined words that may be in the process of entering common use, but have not yet been accepted into mainstream language." Neologisms are often directly attributable to a specific person, publication, period, or event. Examples: ketchup, curry, champú.

- *Syntactic vices.* - break or alter the grammatical structures affecting communication. The kinds of syntactic vice are: catachresis, solecism, monotony, pleonasm and cacophony.

- *Catachresis.* -It happens when a word is used for other that also exists, although with different meaning. Example: "vaya-valla"

- *Solecism.* - is given when in a sentence we use more words than necessary or we lack words. It is of several natures: a) when in a sentence have more than enough or lack words, Example: "trajistes" is used instead of the correct form "trajiste". b) When in a word have more than enough or lack letters.Example: "debes de estudiar" is used instead of the correct form "debes estudiar". c) When is used a dative like accusative. Example: "le vi" is used instead of the correct form "lo vi", "la vi". d) When without justification, the language is compressed or when some verbs are used by others. Examples: "deja veo", "no te hagas el occiso"

- *Monotony.* - occurs when we do not have a wide enough vocabulary in our communication. A basic example is "osea" or "pues". Monotony variations include: Queismo, which is the abuse of the word "que". Cosismo, which is the abuse of the word "cosa". Alguismo, which is the abuse of the word "algo" and Teveismo, which is the imitation of television speech "¡repámpanos!"

- *Pleonasm.* - is the unconscious repetition of the same concept with synonymous words or with sentences, such as "entrar para adentro".

- *Cacophony.* - refers to the construction of sentences whose structure is unpleasant to hear. Example: "tanto molestan tantos tontos cuando un solo tonto no".

- *Semantic vices.* - alter the communication due to the inclusion of strange words and expressions, generally coming from other languages and cultures, where there are appropriate equivalents in the native language. These vice are:

  - *Amphibology.* - is when a sentence has semantic problems, creating double meanings or deformed meanings. An example often seen is "leche de vaca pasteurizada".

  - *Barbarisms.* - are language defects that consist of the employment of a word or expression from a foreign language in our natural language. The most important example of a barbarism is the foreign expression. Anglicisms are those English voices that substitute Spanish voices unjustifiably; illustrated by the example "oquei".

    Also, we have barbarisms of expression which are those words in a Spanish voice that adopt degenetative forms. They are incorrectly written words ("venites"), incorrectly accented words ("exámen") and faulty expressions ("que onda").

Neologisms

Sanpedro J. (2000) argues that, "Neologisms are, according to the Dictionary of Linguistics, all words of recent creation taken from

another language." In short, a neologism is a new word which is introduced into a language by any process.

In addtition, Alvar M. (2000) says "The source the neologisms is today, as always, mixed. But as we move away from the terminology of everyday life, where the problems are different, and we approach the technical and scientific terminology, neologism coming fro English increase."

There are two kinds of neologism: Neologisms of form and Neologisms of sense.

Neologisms of form. - consist on created new units addingsuffixes or prefixes. Examples:

<u>Prefix</u> ciber- , <u>Meaning</u> "piloto, mundo, máquina, <u>Neologism</u> ciberespacio.

<u>Suffix</u> al- , <u>Meaning</u> "relación o pertenencia, <u>Neologism</u> educacional

Neologisms of sense. - can be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds.

Neologisms often become popular through memetics, by way of mass media, the internet, and word of mouth, including academic discourse in many fields renowned for their use of distinctive jargon, and often become accepted parts of the language. Whether a neologism continues as part of the language depends on many factors, probably the most important of which is acceptance by the

public. It is unusual, however, for a word to enter in a common use if it does not resemble another word or words in an identifiable way.

When a word or phrase is no longer "new", it is no longer a neologism. Neologisms may take decades to become "old", however. Opinions differ on exactly how old a word must be to cease being considered a neologism.

Barbarisms: Anglicisms

Sanpedro (2000) says in this article, according to the Dictionary of the Spanish Royal Academy of Language, barbarisms is a language vice that refers to the incorrect spelling of words, any incorrect pronunciation of words, or their improper use in the language.

In addition, Burneo says that barbarism is "a foreign expression totally incorporated into the language".

On the other hand, Carreño S. (2006) argues that "Barbarism is a semantic bad habit of the language that consists in the incorrect use of the word. Barbarisms can be classified as imported barbarism (anglicisms) and barbarism of expression that refers to the use of forms altered in their pronunciation, writing or stress."

- *Imported barbarisms* (foreign expressions). -are all those words that being unaware to the natural language incorporate to the speech of a linguistic community instead of the correct idiomatic forms. The most important and common barbarisms are the Anglicism, those English voices that substitute Spanish voices unjustifiably. Example: "oquei",bai".

Anglicisms

From Wikipedia, the free encyclopedia (2008),   Anglicism is a word borrowed from English into another language. Anglicism also describes English syntax, grammar, meaning and structure used in another language with varying degrees of corruption.

The anglicisms are linguistic loans from the English language toward another language.   Many times are a product of faulty translations of printed material or spoken in English and other times it happens the opposite: there are anglicism by the nonexistence of an appropriate word that translates a term or word.

The anglicisms are very common in the language used by the teenagers, due to the influence that the regional and strange media has on its way of to speak; and in the technical language of science and engineering, for the big contributions that the English-speaking countries make to the investigation and the development of new technologies.

In general, all the sections have many anglicisms what reflects the influence that practices the culture of United States. Some sections are: Technology the journalists use anglicisms in the pages of scientific and technological information of the newspaper because, if the translates, it would lose rigor or precision. In the Computer science there are also anglicisms: hard copy. Economy is another section where exist many linguistic loans: disinvestment, stagflation

diseconomy, etc. In the pages dedicated to the leisure free also plentiful the English terms such as: thriller, primetime, celebrity, etc.

Also, Salvador Carreño (2006), states "anglicisms are words and expressions of English (especially of the United States) that substitute Spanish's words in an unjustified and incorrect way."

On the other hand, E. Lorenzo (1996) says that Anglicisms can be classified into:

- *Raw Anglicisms.* - They are those words or expressions that maintain, in Spanish, the English graph and a reflection of their original pronunciation. Some examples are hall, hobby, ticket.

- *Anglicisms in period of acclimatization.* - Sometimes, in these the graph and at other times the pronunciation has faded, adapting to Spanish conditions. In the word "fútbol" the orthographic adaptation is perfect but the phonological adaptation is faulty because the letter –t of the first syllable is ignored in the end position of our language. We can hear bad pronunciations like "furbol or fulbo". The same thing happens with words like "tickect (tique – tiques)"

- *Completely Assimilated anglicisms.* - Although the intense influence of the English language is relatively recent, there are anglicisms that have taken part of our language for centuries. This is illustred by the words tunnel, tennis, cafeteria, and romance.

- *Lexical Calques. -* are words adapted to Spanish, corresponding to unfamiliar concepts in our language. These are words that we ignored and tried by composition, derivation or syntactic construction to represent, with Spanish means, an English concept. This sometimes happens when we translate word for word, English into Spanish. Example: relate public (public relations)

- *Grammatical Calques. -* There are Spanish voices that due to their similarity with other English voices, receive from this language acceptance that it didn´t have in our language. The following list shows some examples: "(romance-amoríos), (concreto – cement, hormigón), (audiencia – auditorio, public), (conferencia - asamblea, congreso).

- *Anglicisms of European origins. -* The English language is a bridge between the Spanish language and African or Asian language. For example, the words "yoga, jungle, shampoo" are from India. "Ketchup and kaolin" originate from China. "Kimono and geisha" are from Japan.

    Among older Anglicisms there are several designations relating to navigation, some of which were made indirecty through French.

    The newest anglicisms are concerned with industry, politics and sports.

In conclusion, the use of anglicisms is regarded as a phenomenon characteristic of our times that demonstrate how a society acquieres ideas, trends and thoughts simultaneously along with the English words and idiomatic expressions.

- *Expression barbarisms.* -are those words that having their origin in the same language, they adopt degenerative forms in their writing, accentuation or pronunciation and they have three different natures: incorrectly written words "solidaridá", incorrectly accented words "imágen" and faulty expressions like "chale, pos"

Foreign Language Interference

It refers to speakers or writers applying knowledge from their native language to a second language.

When a person uses alternately two or more languages, it means that these languages are in contact. This phenomenon is called bilingualism.

Bilingualism.- is a person that speaks a different language than ours requires being bilingual; if not, communication is almost impossible.

That divergence of the norms of one language to another that constantly happens with ease when second language speakers communicate is called Interference.

Meinreich (1974) argues that "Interference ans language shift are variations in the normal use of a language."

Also, Meinrich (1974) says that "a language shift may be defined as the cahenge from the habitual use of one language to that of another."

This process of language interference in the use of a foreign tongue, at times is easier for some people than for others.

He also mentions that "there is some reason to believe that a facility in switching languages even within a single sentence or phrase is characteristic of some bilinguals."

Assuredly, the frequent usage of Anglicisms is our society is the effect of a foreing language interference that occurs every day. This phenomenon is observed sometimes in real life, sometimes in Cyberspace, and at other times through the mass media.

In addition, Skiba Richard (1997), states that interference may be viewed as the transference of elements of one language to another at various levels including phonological, grammatical, lexical and orthographical.

Newspaper and Tabloid

From Wikipedia, the free encyclopedia (2009), a newspaper is a publication whose purpose is to deliver news, information, and advertising in an up-to-date, factual manner. Newspapers appear most commonly in daily editions, but may also be issued twice a day or weekly. While the content of a newspaper varies, it generally features articles on political events, crime, business, art, entertainment, society and sports. Most traditional papers also

feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons. The editorial section is written by reporters and other journalists at the direction of editors and may also be compiled from wire service reports. The advertising content of a newspaper can be divided into two parts, classified and display.

-   *Classified ads.* -Are small, text-only items obtained via telephone and set into the format by the classified advertising representative.

-   *Display ads.* - Are obtained by sales representatives employed by the newspaper who actively solicit local businesses for this larger, more visually oriented ad space.

A newspaper is printed on thin paper made from a combination of recycled matter and wood pulp, and is not intended to last very long.

From Wikepedia, the free encyclopedia 2009, a *tabloid* is an industry term that tends to sensationalize and emphasize or exaggerate crime stories, gossip columns, repeating scandalous innuendos about the deeply personal lives of celebrities and sports stars.

Previous studies

Some of the studies developed about the anglicisms are made by following people:

García Gónzales José E. (Universidad de Sevilla) (1995) investigated about "Morpho-syntactic anglicisms in the journalistic

translation (English-Spanish): analysis and classification." In this article he states that the anglicisms morpho-syntactic are the result of a literal translation of the text originally written in English and translated to Spanish.

This study shows that the anglicisms morpho-syntactic reflect certain uses of the English language that goes against the natural, and sometimes of the grammatical of the Spanish language.

It is necessary to highlight that the journalistic expression way spreads to reinforce the use of certain constructions with the objective of printing to the content a more neuter, impersonal and solemn tone that of credibility.

Some of these grammatical possibilities, as the passive voice, the rigid order of the elements or the employment of certain adverbs among other, are of quite more frequent use in English.

However, English's influence to remain in occasions hidden by the diffusion that the anglicisms have in the journalistic language.

In a similar project conducted by Rábago Tanori Álvaro, Romero Noyola Beatriz A, and Saldívar Arreola Rafael (Universidad Autónoma de Baja California) (2004) about "The printed means in the transformation of the language: anglicisms in Baja Californian newspapers." They report that the language defines to a social group; their culture, values, beliefs and customs.

This analysis is carried out with the purpose of understanding the current situation of the language used in this border area in that

the interaction of the two cultures is generating transformation in both languages.

At the present time, the dynamics of transformation of the language Spanish many times it surpasses the regulations of an academy of the language; mainly when this enters in contact with a culture that accepts transformations in the official language based on the use and the invention, but also for the technological development that impels.

These transformations in the language are inappropriate. Avila says that "the means don't need institutions that order them what they should make to try the good health of the language." (Ávila 2004).It is possible that this recognition of the importance of both languages that are reflected in the filtrations from one to another language can sensitize people to learn to communicate in the other language.

These transformations that are evidenced in the newspapers could the beginning of the process of the official recognition of new terms of English that come to enrich to the Spanish language.

In another study done by López Zurita Paloma (Universidad de Cadiz) (2005) about "Economic anglicisms: adaptation to the Spanish linguistic system." She says that the number of anglicisms used in Spanish language generates lexical interference in English and Spanish within the economic terminological field, through the linguistic mechanisms of inter-language adaptation involved. For

this reasons they have preferred Spanish equivalents to avoid excessive English borrowings whose usage implies redundancy, as they coexist within native terms.

On the other hand, in some cases the rapid growth of economic development makes borrowings necessary because there are no semantic equivalents in Spanish.

Within the economic scope, although anglicisms are attested almost in every field, it is marketing where they have the strongest influence.

Finally, while this tendency is taking place in Iberian Peninsular Spanish, its main effects are observed in South American Spanish, where language contact brings about continuous interference.

Description and Analysis of Results

In this section it is necessary to make a Linguistic, Comparative and Sociological Analysis of the anglicisms used in Ecuadorian newspapers.

Linguistic Analysis

This analysis of the thirty selected anglicisms found in the Ecuadorian newspapers will consist of an Etymological, Syntactic-Semantic and Morphological Analysis.

The Etymological Analysis determines if the word found is an anglicisms and if it has been accepted by the Spanish Royal Academy of the language. Also, this analysis specifies the origin of the term, if it comes from Middle English, old English, or American English.

The Syntactic-Semantic Analysis indicates the grammatical function of the word and its meaning within the context.

Finally, the Morphological Analysis lets me know what changes or adaptations the word has suffered.

Full

The word *full* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as: adjective, adverb, noun and verb. The meaning of *full* in English according to its function as

adjective is: **1.** containing as much or as many as is possible or normal, **2.** complete especially in detail, number, or duration. Example: "I need a **full** report". In Spanish, as we can see in the phrase: "Canales internacionales, **full** nitidez", the word *full* is used as adjective and its meaning within the context is: complete, total, maximum.

The word *full* has not suffered any change at morphological level. The writing is the same in both languages.

This word impoverishes our language because it is used replacing the Spanish words: *completo, total, o todo.*

Fútbol – Football

The word *football* has been accepted by the Spanish Royal Academy of the Language. Its Spanish writing is *Fútbol.* This is a compound word formed by the words *foot* and *ball.* Etymologically, *foot* comes from Middle English, before 12th century and *ball* comes from Middle English, 13th century.

This word in English is used as a noun. Its meaning is a game played between two teams on a usually rectangular field having goalposts or goals 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. Example: "High school students like to play **football** during the summer". The word *football* has been transformed to the Spanish language as *"fútbol".* This word is used in Spanish as a noun like in the following sentence: "Los equipos exhibieron un buen **fútbol**". Its

meaning within the context is: game between two teams of eleven players each one, whose purpose is to enter a ball by an entrance according to specific rules.

The word *football* has suffered a change at morphological level. As we can see its writing in English is *football* and in Spanish is *fútbol.*

This word enriches our language because there is any word in Spanish that replaces it.

Club

The word *club* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 13th century.

This term in English functions as: noun and verb. According to its functions as noun *club* has the following meaning in English: an association of persons for some common object usually jointly supported and meeting periodically. Example: "The New England Revolution Soccer **club** was one of the best teams in the USA". In Spanish, as in the following phrase "El **club** Tecnológico lidera la table de posiciones", the word *club* is used as a noun and its meaning within the context is: an association of people dedicated to sports.

The word *club* has not suffered any change at morphological level. This word is written in the same way in both languages.

This word enriches our language because *club* does not have an equivalent word in Spanish.

Show

The word *show* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 12th century.

This word in English functions as: noun, verb and adjective. The meaning of *show* in English according to its function as noun is: **a.** something exhibited especially for wonder or ridicule. **b.** a large display or exhibition arranged to arouse interest or stimulate sales. Example: "How long does the **show** last?" In Spanish, as we can see in the phrase: "Su **show** tuvo gran acogida", the word *show* is used as a noun and its meaning within the context is: exhibition, spectacle.

The word *show* has not suffered any change at morphological level. This word has the same written form in both languages.

This word makes our language poor because it is used replacing the Spanish words: *espectáculo, exhibition.*

Estrés - stress

The word *stress* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *stress* comes from Middle English, 14th century.

This word in English is used as: noun and verb. According to its functions as noun *stress* has the following meaning in English: a

state of mental tension and worry caused by problems in your life. Example: "Paola uses meditation as a way of relieving **stress.**" In Spanish, as we can see in the phrase: "Se está usando una pequeña pelota para aliviar el **estrés**", the word *estrés* is used as a noun and its meaning within the context is: nervous tension.

The word *stress* has suffered a change at morphological level. As we can see its writing in English is *stress* and in Spanish is *estrés*.

This word impoverishes our language because it is used replacing the Spanish words: *tensión nerviosa.*

Gol– Goal

The word *goal* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, in 1531.

This word in English is used as a noun. Its meaning is: an area or object toward which players in various games attempt to advance a ball or puck and usually through or into which it must go to score points. Example: "He scored the winning **goal** in the game`s final minute." The word *goal* has been transformed to the Spanish language as *gol*. This word is used in Spanish as a noun like in the following sentence: "Se jugará el **gol** de oro", its meaning within the context is: entrance of the ball in the goalposts.

The word *goal* has suffered a change at morphological level. As we can see, its writing in English is *goal* and in Spanish is *gol*.

This word enriches our language because there is any word in Spanish that replaces it.

Internet

The word *internet* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *Inter* and *net*. Etymologically, ***Inter*** comes from Middle English, 14th century and ***net*** comes from Middle English, before 12th century.

This word in English is used as: noun and adjective. Its meaning as noun is: an electronic communications network that connects computer networks and organizational computer facilities around the world. Example "She spends hours surfing the **Internet**." In Spanish, as in the following phrase: "Seguidores de Jaco lanzaron una propuesta en **Internet**", the word *internet* is used as a noun and its meaning within the context is: computer net, formed by the direct connection between computers through a special protocol.

The word *internet* has not suffered any change at morphological level. The writing is the same in both languages.

This word enriches our language because there is any word in Spanish that replaces it.

Festival

The word *festival* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 14th century.

This word in English functions as: noun and verb. The meaning of *festival* in English according to its function as noun is: a special time when people get together to celebrate something. Example: "The town has a summer **festival** in the park". In Spanish, as we can see in the phrase: "**Festival** intercultural por el agua y la vida", the word *festival* is used as noun and its meaning within the context is: feast day, festivity specially musical.

The word *festival* has not suffered any change at morphological level. This word is written in the same way in both languages.

This word impoverishes our language because it is used instead of the Spanish words: *función, concierto, espectáculo.*

Tennis

The word *tennis* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 15th century.

This term in English functions as noun. Its meaning is: an indoor or outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court (as of clay or grass) divided by a low net. Example: "Petter plays **tennis** with his brother". In Spanish, as we can see in the phrase: "Nadal es el rey del **tennis**", the word *tennis* is used as noun and its meaning within the context is: a game played by two or four people in which you hit a ball over a net.

The word *tennis* has not suffered any change at morphological level. This word has the same written form in both languages.

This word enriches our language because there is any word in Spanish that replaces it.

Web

The word *Web* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as a noun. Its meaning is: a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual company, educational institution, governmemt, or organization. Example: "I spend the afternoon surfing the **Web**." In Spanish, as in the following phrase: "Diva muy solicitada en la **Web**", the word *web* is used as noun, and its meaning within the context is: informatic net.

The word *Web* has not suffered any change at morphological level. As we can see, this word is written in the same way in both languages.

This word enriches our language because Web does not have an equivalent word in Spanish.

Hot

The word *hot* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This term in English functions as: noun, verb, adverb and adjective. The meaning of *hot* according to its function as adjective is: having a high temperature, sexually exited. Example: "It is **hot** in the summer." In Spanish, as we can see in the phrase: "Ornella **hot** 100% real" the word *hot* is used as an adjective and its meaning within the context is: sexually exited.

The word *hot* has not suffered any change at morphological level. The writing is the same in both languages.

This word makes our language poor, because it is used replacing the Spanish word: *caliente.*

Récord

The word *récord* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 14th century.

This word in English functions as: noun, adjective and verb. The meaning of *récord* in English according to its function as noun is: **a.** an official written document that gives proof of something or tells about past events. **b.** use to talk about the things that someone or something has done in the past. Example: "He broke the **record** for the high jump." In Spanish, as we can see in the phrase: "Gasto electoral al **récord** del alcalde de N. York", the word *récord* is used as noun and its meaning within the context is: record-registro.

The word *récord* has suffered a change at morphological level. Its writing in English is *record* and in Spanish it is *récord.*

This word impoverishes our language because it is used replacing the Spanish word *registro.*

Fan

The word *fan* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This term in English functions as: noun and verb. The meaning of *fan* according to its function as noun is: **a.** a machine or device that is used to move the air and make people or things cooler. **b.** a person who likes and admires someone or something in a very enthusiastic way. Example: "I am a huge baseball **fan**". In Spanish, as we can see in the phrase: "Los promotores los protegen de las **fans** descontroladas", the word *fan* is used as anoun and its meaning within the context is: admirer.

The word *fan* has not suffered any change at morphological level. As we can see, this word is written in the same way in both languages.

This word deteriorates our language because it is used replacing the Spanish word *admirador.*

Filme

The word *film* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 12th century.

This word in English functions as: noun and verb. Its meaning as noun is: **a.** a special material that is used for taking photographs. **b.** movie. Example: "He is ineterested in making **films** about war." The word *film* has been transformed to the Spanish language as *filme* and it is used as a noun like in the following sentence "El **filme** boliviano Zona Sur", its meaning within the context is: movie – película.

The word *film* has suffered a change at morphological level. Its writing in English is *film* and in Spanish it is *filme.*

This word impoverishes our language because it is used replacing the Spanish word *película.*

Stock

The word *stock* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century

This word in English functions as: noun, verb and adjective. The meaning of *stock* in English according to its function as a noun is: **a.** a store or supply accumulated or available. **b.** the inventory of goods of a merchant or manufacturer. Example: "That camera is out of **stock**". In Spanish, as we can see in the phrase: "Hasta agotar **stock**", the word *stock* is used as a noun and its meaning within the context is: amount of goods available.

The word *stock* has not suffered any change at morphological level. The writing is the same in both languages.

This word impoverishes our language because it is used replacing the Spanish words: *mercadería almacenada, surtido, existencia.*

Marketing

The word *marketing* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from the American English year of 1561.

This word in English functions as: noun and verb. The meaning of *marketing* in English according to its function as noun is: the activities that are involved in marking people aware of a company`s products, making sure that the products are available to be bought, etc. Example: "The Company will increase its budget for **marketing**." In Spanish, as we can see in the phrase: "Domine el **marketing** para alcanzar el éxito", the word *marketing* is used as a noun and its meaning within the context is: marketing in Spanish mercadotecnia.

The word *marketing* has not suffered any change at morphological level. As we can see, this word has the same written form in both languages.

This word deteriorates our language because it is used replacing the Spanish word *mercadotecnia.*

Set

The word *set* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as: noun, verb and adjective. The meaning of *set* in English according to its function as a noun is: a number of things of the same kind that belong or are used together. Example: "My mother wants an electric **set**." In Spanish, as we can see in the phrase: "El Comercio y Kitchen Aid te regalan a **set** de cocina", the word *set* is used as a noun and its meaning within the context is: set – juego.

The word *set* has not suffered any change at morphological level. This word is written in the same way in both languages.

This word makes our language poor because it is used replacing the Spanish words: *juego, serie, estuche.*

Confort

The word *confort* has been accepted by the Spanish Royal Academy of the Language. Etymologically, *confort* comes from Middle English, 13th century.

This word in English is used as: noun and verb. According to its functions as noun *confort* has the following meaning in English: a state or situation in which you are relaxed and do not have any physically unpleasant feelings caused by pain, heat, cold, etc. Example: "The suites combine **comfort** with convenience." In Spanish, as we can see in the sentence: "Hotel con **confort** sensacional", the word *confort* is used as noun and its meaning within the context is: confort – comodidad.

The word *confort* has suffered a change at morphological level. Its writing in English is *comfort* and in Spanish is *confort.*

This word impoverishes our language because it is used replacing the Spanish word *comodidad.*

Software

The word *software* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *Soft* and *ware*. Etymologically, **Soft** comes from Middle English, before 12th century and **ware** comes from Middle English, before 12th century.

This word in English functions as a noun. The meaning of *software* in English according to its function as a noun is: the programs that run on a computer and perform certain functions. Example: "I installed the **software**." In Spanish, as we can see in the phrase: "Se necesitan desarrolladores de **software** and laboratoristas", the word *software* is used as a noun and its meaning within the context is: a program for computers.

The word *software* has not suffered any change at morphological level. In both languages this word is written in the same way.

This word enriches our language because there is any word in Spanish that replaces it.

Tip

The word *tip* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 14th century.

This word in English functions as: noun and verb. The meaning of *tip* in English according to its function as noun is: a small amount of money given to someone who has done something for you. Example: "I gave a **tip** to the man who carried my cases". In Spanish, as we can see in the phrase: "Continuaremos con una serie de **Tips**", the word *tip* is used as a noun and its meaning within the context is: a useful piece of advice.

The word *tip* has not suffered any change at morphological level. This word is written in the same way in both languages.

This word deteriorates our language because it is used replacing the Spanish words: *advertencia, concejo.*

Chip

The word *chip* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 14th century.

This word in English functions as: noun and verb. The meaning of *chip* in English according to its function as a noun is: a very small piece of metal or plastic used in computers to store information or make the computer work. Example: "The memory **chip** is burnt." In Spanish, as we can see in the phrase: "Celular con TV y doble **chip**",

the word *chip* is used as a noun and its meaning within the context is: integrated circuit.

The word *chip* has not suffered any change at morphological level. The writing is the same in both languages.

This word makes our language poor because it is used replacing the Spanish word *circuito integrado.*

Hardware

The word *hardware* has been accepted by the Spanish Royal Academy of the Language. This is a compound word formed by the words *Hard* and *ware.* Etymologically, **Hard** comes from Middle English, before 12th century and **ware** comes from Middle English, before 12th century.

This word in English functions as a noun. Its meaning is: things such as tools or parts of machines that are made of mental. Example: "She bought some new **hardware** for her system." In Spanish, as we can see in the phrase: "Se necesitan técnicos con experiencia en **hardware** and software", the word *hardware* is used as a noun and its meaning within the context is: computer components.

The word *hardware* has not suffered any change at morphological level. As we can see in both languages this word is written in the same way.

This word enriches our language because there is any word in Spanish that replaces it.

Staff

The word s*taff* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as noun. The meaning of *staff* in English according to its function as noun is: personal, employees of a school or of a company. Example: "The **staff** of a school". In Spanish, as we can see in the phrase: "María Elena forma parte del **staff** de ese programa", the word *staff* is used as a noun and its meaning within the context is: a group of people working under a leader.

The word *staff* has not suffered any change at morphological level. This word is written in the same way in both languages.

This word impoverishes our language because it is used replacing the Spanish words: *báculo, personal, empleados.*

Sport

The word *sport* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 15th century.

This word in English functions as: noun, verb and adjective. The meaning of *sport* in English according to its function as noun is: a source of diversion, recreation, physical activity engaged in for pleasure. Example: "Football and running are **sports**". In Spanish, as we can see in the phrase: "The club **sport** de Guayaquil jugará

mañana", the word *sport* is used as a noun and its meaning within the context is: games and exercises done for pleasure.

The word *sport* has not suffered any change at morphological level. This word has the same written form in both languages.

This word deteriorates our language because it is used replacing the Spanish word *deporte.*

Test

The word *test* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 14th century.

This word in English functions as: noun, adjective and verb. The meaning of *test* in English according to its function as noun is: a set of questions or problems that are designed to measure a person`s knowledge, skills, or abilities. Example: "The College relies on **test** scores in its admissions process." In Spanish, as we can see in the phrase: "Se unirá un **test** de AND", the word *test* is used as a noun and its meaning within the context is: prueba, examen.

The word *test* has not suffered any change at morphological level. The writing is the same in both languages.

This word makes our language poor because it is used replacing the Spanish words: *prueba, ensayo, examen.*

Dry

The word *dry* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as: adjective, verb and noun. The meaning of *dry* in English according to its function as adjective is: free or relatively free from a liquid and especially water. Example: "This coat will keep you **dry** in the rain". In Spanish, as we can see in the phrase: "**Dry** rápido", the word *dry* is used as an adjective and its meaning within the context is: not containing water; no wet.

The word *dry* has not suffered any change at morphological level. As we can see, this word is written in the same way in both languages.

This word impoverishes our language because it is used replacing the Spanish words: *seco, árido.*

Stand

The word *stand* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, before 12th century.

This word in English functions as: verb and noun. The meaning of *stand* in English according to its function as noun is: a section of the tired seats for spectators of a sport or spectacle. Example: "The players are in the **stand**". In Spanish, as we can see in the phrase: "Aneta presento su **stand** con el fin de dar charlas a los niños", the

word *stand* is used as a noun and its meaning within the context is: a stop made to give a performance.

The word *stand* has not suffered any change at morphological level. This word has the same written form in both languages.

This word deteriorates our language because it is used replacing the Spanish words: *pedestal, atril, tribuna.*

Jean

The word *jean* has not been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 1577.

This word in English functions as noun. The meaning of *jean* in English according to its function as noun is: durable twilled cotton cloth used especially for sports wear and work clothes. Example: "I have got a new pair of **jeans**". In Spanish, as we can see in the phrase: "Charly apareció con **jeans** y leva", the word *jean* is used as a noun and its meaning within the context is: trousers made of a strong cotton cloth, usually blue.

The word *jean* has not suffered any change at morphological level. The writing is the same in both languages.

This word makes our language poor because it is used replacing the Spanish words: *pantalones vaqueros, tejano.*

Relax

The word *relax* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 15th century.

This word in English functions as verb. The meaning of *relax* in English according to its function as verb is: to make less tense or rigid. Example: "Do not worry about it, just try to **relax**". In Spanish, as we can see in the phrase: "Hospedaje, actividades extremas, caminatas, **relax**", the word *relax* is used as a verb and its meaning within the context is: to rest, to become less worried.

The word *relax* has not suffered any change at morphological level. As we can see, this word has the same written form in both languages.

This word deteriorates our language because it is used replacing the Spanish words: *relajar, aflojar.*

Hobby

The word *hobby* has been accepted by the Spanish Royal Academy of the Language. Etymologically, it comes from Middle English, 15th century.

This word in English functions as noun. The meaning of *hobby* in English according to its function as noun is: something that you do yourself. Example: "He works in a bank, but his **hobby** is building model boats". In Spanish, as we can see in the phrase: "Transformar los carros es un **hobby**", the word *hobby* is used as a noun and its

meaning within the context is: activities that are habitually practiced in the times of leisure.

The word *hobby* has not suffered any change at morphological level. The writing is the same in both languages.

This word makes our language poor because it is used replacing the Spanish words: *pasatiempo, entretenimiento, afición.*

Comparative Analysis

In this analysis a comparison between the subvariables news, ads, social pages, sports and reports from each newspaper is going to be developed according to frequencies of occurrence and percentages obtained, which are outlined in the charts of the Result section.

A second analysis was performed between the variables: "El Comercio", "La Randimpa" and "El Extra" taking as reference the total number of anglicisms found in each variable.

To conclude, the anglicisms with the most and least repetitions, will be analysed to determine the possible reasons for these results

According to the research carried out about the anglicisms used in Ecuadorian newspaper it was found that:

National newspapers "El Comercio" the subvariable in which the greatest number of anglicisms appear is in the Ads section with a frequency of 314 anglicisms that correspond to 55,78%. In second place the Sports and Reports section with 13,32%; followed by the

News section with 10,12% and finally the Social Pages section with 7,46%.

Number of anglisisms found in each subvariable of "El Comercio"

	News	Ads	Social Pages	Sports	Reports
%	10,12%	55,78%	7,46%	13,32%	13,32%
	57	314	42	75	75
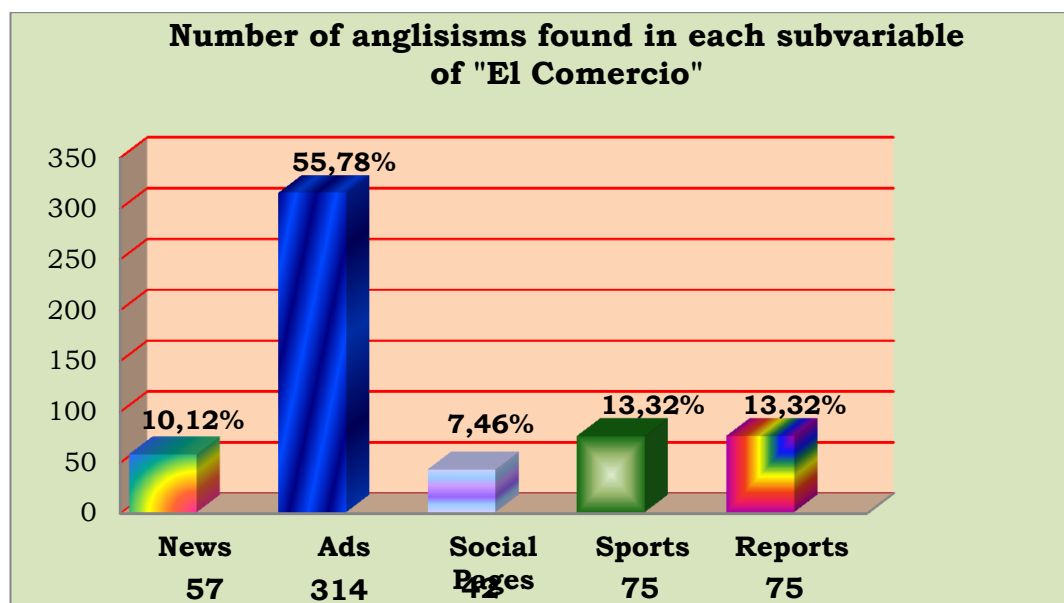
In my opinion, there is much difference among the subvariables of National newspaper; specially, in the Ads section, there is a great quantity of anglicisms because in this section a lot of people advertise their products, jobs and services. In addition to this, it is important to mention that some advertisements are written totally in English because there are some words that are understood in a better way in English than in Spanish.

Local newspapers "La Randimpa" the subvariable in which the greatest number of anglicisms appear is in the Sports section with a frequency of 66 anglicisms that correspond to 42,04%. In second place the News section with 25,16%; followed by the Social Pages section with 23,57%. In fourth place the Reports section with 5,73% and finally the Ads section with 2,55%.

Number of anglisisms found in each subvariable of "La Randimpa"

News	Ads	Social Pages	Sports	Reports
25,16%	2,55%	23,57%	42,04%	5,73%
39	4	37	66	9

According to the percentages above, it can be observed that in the Sport section there is a great quantity of anglicisms; this is because most of the sports names are anglicisms, while the Ads section has a low level of anglicisms maybe because in the province of Morona Santiago this written media was created recently therefore a lot of people do not advertise their products, jobs and services yet.

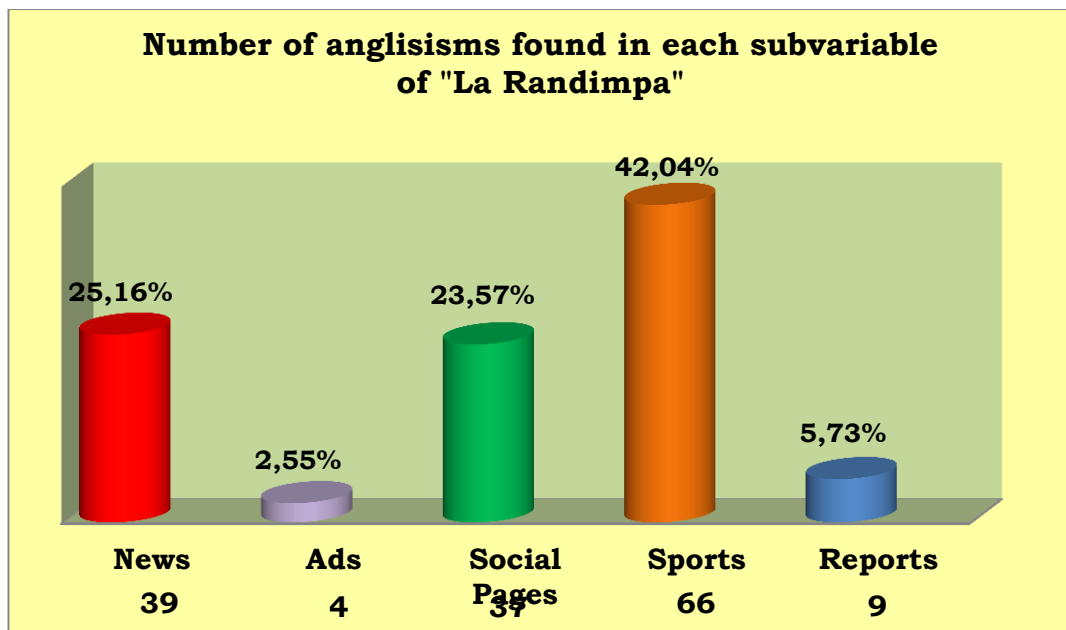*Tabloid* "El Extra" the subvariable in which the greatest number of anglicisms appear is in the Ads section with a frequency of 121 anglicisms that correspond to 48,21%. In second place the Social Pages section with 22,71%; followed by the Sports section with 14,34%. In fourth place the Reports section with 9,57% and finally the News section with 5,17%.

Number of anglisisms found in each subvariable of "El Extra"

	News	Ads	Social Pages	Sports	Reports
%	5,17%	48,21%	22,71%	14,34%	9,57%
	13	121	57	36	24
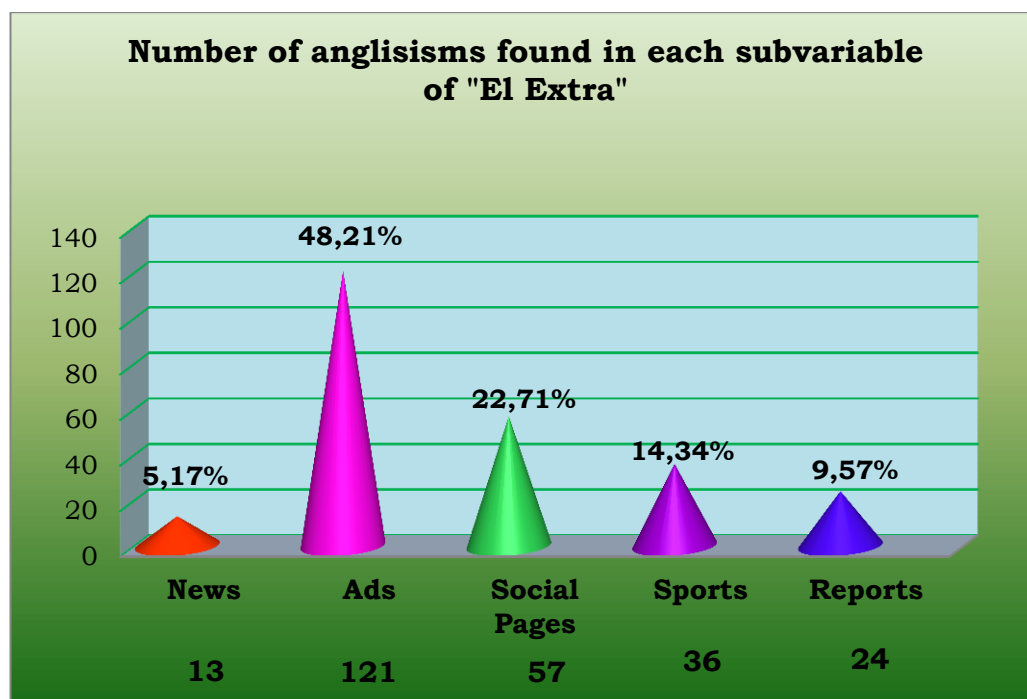
These percentages permited me to notice that in the Ads section, there is a great quantity of anglicisms because this is a newspaper characterized by its sensationalism and it includes photographs of a higly erotic content.

Comparative analysis between total of subvariables of all variables

In order to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used, I compared chart sixteen, seventeen and eighteen from Results section and was found in these three Ecuadorians newspapers a total of 969 anglicisms. The section in which anglicisms are mostly used is Ads section with a

frequency of 439 anglicisms which corresponds to 45,30% of the total. In second place, the Sports Section with a frequency of 177 anglicisms that corresponds to 18,26%, followed by the Social Pages section with a frequency of 136 anglicisms which corresponds to 14,03%. In fourth place, the Reports section with a frequency of 109 anglicisms which corresponds to 11,24% and finally the News section with a frequency of 108 anglicisms which corresponds to 11,14%.

Total number of anglisisms found in each subvariable of all variables

11,14%	45,30%	14,03%	18,26%	11,24%
News 108	Ads 439	Social Pages 136	Sports 177	Reports 109
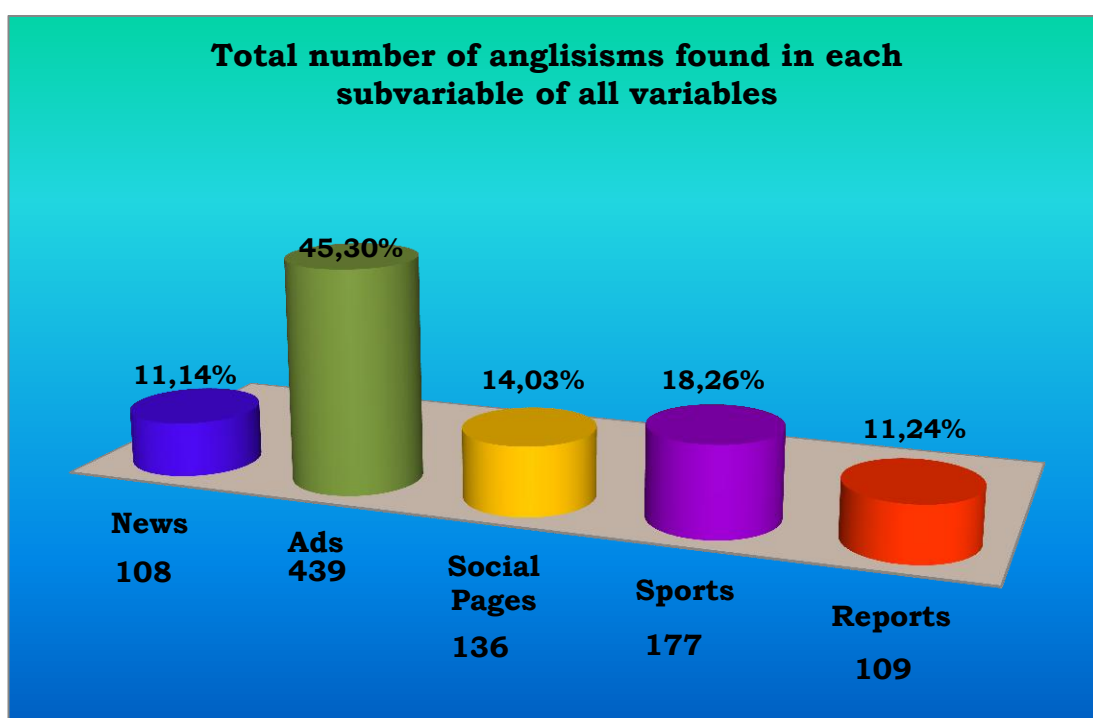
According to the results above, the news section has a lower number of anglicisms because the language used is more formal than in the other sections.

In relation to sports, we know that a lot of sports have been promoted by the United States. For example, Fútbol from the English word football and gol from the English word goal.

Comparative analysis between variables

Making a comparison among variables: National newspapers, Local newspapers and Tabloid it was found that, in the National newspapers "El Comercio" there are 563 anglicisms which corresponds to 58,11%; while in the Local newspapers "La Randimpa" there are 155 anglicisms which corresponds to 15,99% and in the Tabloid "El Extra" 251 anglicisms which corresponds to 25,90%.

Total number of anglisisms found in each variable
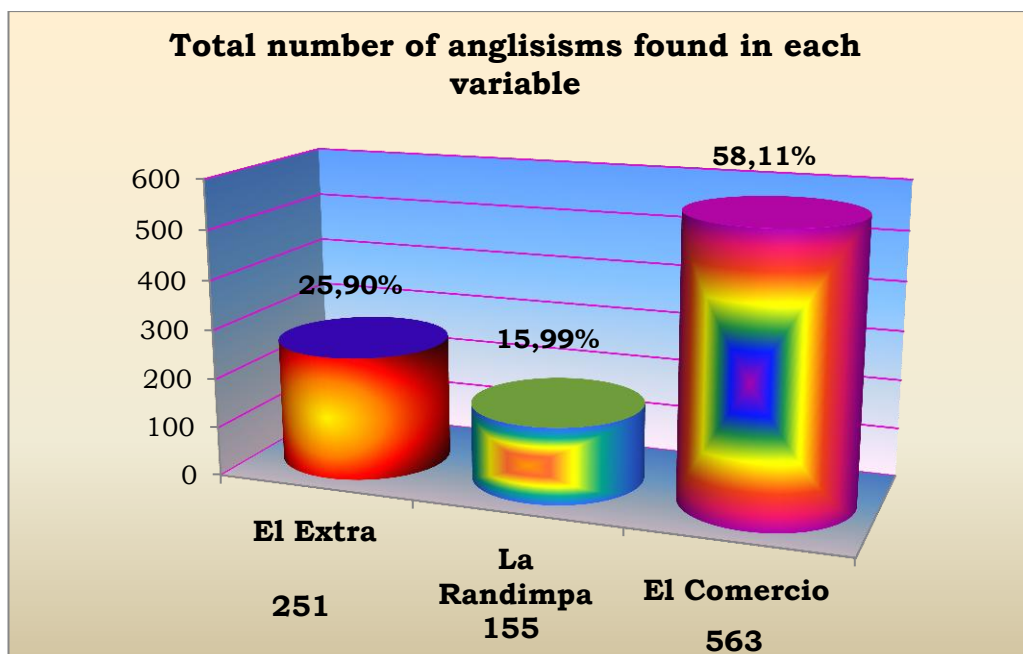
These percentages permited me to notice that the anglicisms are mostly used in National newspapers "El Comercio" because it is an important newspaper in which, the Ads section has more pages than "La Randimpa" and "El Extra". In addition, many people of different cultures read it and advertise their products, jobs and

services.   Other factor could be the national coverage that El Comercio has.

In second place, is the "Tabloid" because this is a newspaper characterized by its sensationalism. This newspaper makes special emphasis on lurid stories, accidents, murders, suicides, and crimes.It also includes photographs of a highly erotic content, and it directed to the whole population because it is a relatively inexpensive newspaper. Therefore, many people advertise here.

In third place, the Local newspaper "La Randimpa" this is because it is a new newspaper with a few pages published weekly in the Amazonic Province of Morona Santiago, therefore it does not have a large number of readers yet and a lot of people do not advertise their products, jobs and services.

Finally, as a result of this research, the anglicisms with the highest frequencies are: full, fútbol, club and show, while there are many anglicisms that appear only one time, some of these are: link, surf, folklore and comic. The possible reason for this low frequency is because they are anglicisms that do not correspond to technology or to sports.

Sociological Analysis

This analysis tries to determine the level of acceptance that Ecuadorians have on the use of anglicisms in newspapers, as well as the cultural impact that anglicisms cause in our society.   This

analysis is performed using the opinions of interviewees and my opinion in relation to the results obtained through this research.

Through the opinions gathered throughout the interviews, it was found that the use of anglicisms has a good acceptance by the Ecuadorian society, because people use them in many different ways, such as, advertising products, in most of the cases, they are advertising jobs and services. Also, in daily life it is common to hear words such as okay, brother, please, chat, Internet and Web.

When somebody learns a new language they also acquire knowledge about such cultures. This is a positive phenomenon, that gives us the opportunity to be global people, respectful and open to new cultures. Cultural confinements cause isolation, but the excessive use of anglicims can make our language lose its identity. When people start to use more and more anglicisms as a result the language and also the culture of a country suffer several changes. The cultural changes usually include modifications in the way people think and also because people lose some values. This is showed when people start to think that everything from other countries is better than the ones of our own country.

So, anglicisms deteriorate our language, specially when they are used in an indiscriminate way. Many times, our young people, in particular, prefer to use anglicisms even if the Spanish language has an equivalent word that is more expressive and precise. For example: **"bye"** instead of **"adios"**.

But, also sometimes, an anglicism does not always deteriorate the language because there is not a language which has all the words to name all things or to refer to all concepts.

Conclusions

- This research demonstrates that the level of influence of the English language on the linguistic expressions used in Ecuadorian newspaper is relatively low, 0.2% approximately.

- 76.6% of the anglicisms analized have been accepted by the Spanish Royal Academy of the Language; for example, show, récord, festival.

- 23.3% of the anglicisms analized have not been accepted by the Spanish Royal Academy of the Language; for example, full, tennis, hot.

- 96.6% of the anglicisms analized come from the Middle English.

- 20% of the anglicisms analized suffer changes at morphological level; for example, estrés – stress, record – record.

- 80% of the anglicisms analized do not suffer changes at morphological level; for example, full – full, set - set.

- 30% of the anglicisms analized enrich our language because these words do not have equivalent words in Spanish.

- 70% of the anglicisms analized impoverish our language because they are used instead of equivalent words in Spanish.

- The words full, fútbol, club, gol are the most commonly used in Ecuadorian newspapers.

- Through the interviews gotten it was found that anglicisms in newspapers have a high level of acceptance by Ecuadorian people.

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ANNEXES

Qualitative Tabulation

Chart One

Variable: National Newspaper *"El Comercio"*

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:...........................

Chart Two

Variable: National Newspaper *"El Comercio"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:...........................

Chart Three

Variable: National Newspaper *"El Comercio"*

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Four

Variable: National Newspaper *"El Comercio"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Five

Variable: National Newspaper *"El Comercio"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:.............................

Chart Six

Variable: Local Newspaper *"La Randimpa"*

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Seven

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Eight

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Nine

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Ten

Variable: Local Newspaper *"La Randimpa"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:...........................

Chart Eleven

Variable: Tabloid *"El Extra"*

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Twelve

Variable: Tabloid *"El Extra"*

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Thirteen

Variable: Tabloid *"El Extra"*

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Fourteen

Variable: Tabloid *"El Extra"*

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:............................

Chart Fifteen

Variable: Tabloid *"El Extra"*

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:…………………………

QUANTITATIVE TABULATION

Chart Sixteen

Variable: National Newspaper *"El Comercio"*

	Section	f	%
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author: ....

Chart Seventeen

Variable: Local Newspaper *"La Randimpa"*

	Section	f	%
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author: ....

Chart Eighteen

Variable: Tabloid sensacionalista *"El Extra"*

	Section	f	%
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author: ....

The Most Frequent Anglicisms

Chart nineteen

Anglicisms	Word repetition number
TOTAL	

Author: ………………………………

INTERVIEW

1. ¿Sabe usted que es un anglicismo?

    ....

2. ¿Que opinión tiene usted de los anglicismos?

    ....

3. ¿A que se debe la utilización de los anglicismos?

    ....

4. ¿Como han influído los anglicismos leídos en su manera de expresarse?

    ....

5. ¿Utiliza usted anglicismos?

    ....

6. ¿Cuando utiliza un anglicismo es voluntario o involuntario?

    ....

7. ¿Cuando hace uso del período ha notado que se utilizan anglicismos en las mismas?

    ....

8. ¿Usted cree conveniente el uso de los anglicismos en los periódicos ecuatorianos?

    ....

9. ¿Cree que se deba seguir manteniendo este tipo de anglicismos o deben ser eliminados de los periódicos?

    ....

10. ¿Considera que el uso de los anglicismos puede confundir a los lectores?

    ....