



**Universidad**  
Zaragoza

# Undergraduate Dissertation

Trabajo Fin de Grado

## Anglicisms in the Spanish press: A Descriptive Study

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2018

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## **Abstract**

This paper studies the use of anglicisms in the eight digital Spanish newspapers with the highest circulation figures: *El País*, *El Mundo*, *La Vanguardia*, *ABC*, *El Confidencial*, *La Razón*, *OKDiario* and *El Diario*. The data collection has been carried out during a twenty-day period, between February and March, 2018. The main aim is to quantify these anglicisms and study the different strategies which have been used to show to what extent the appearance of these anglicisms can be avoided. The style guides and the rules established by the *Real Academia Española* have been studied to prove whether the rules with regard to the use of anglicisms coincide with their real use. The data have been grouped according to three different strategies: no strategy, i.e. direct transfer, explicitation by means of an equivalent in Spanish, and amplification, by means of an explanation in Spanish. The results show that the rules do not mirror the real use of anglicisms.

## **Resumen**

El presente estudio analiza el uso de los anglicismos en los ocho periódicos digitales españoles con mayor circulación: *El País*, *El Mundo*, *La Vanguardia*, *ABC*, *El Confidencial*, *La Razón*, *OKDiario* y *El Diario*. La recopilación de datos se ha realizado durante un periodo de veinte días en los meses de febrero y marzo de 2018. El objetivo principal es cuantificar dichos anglicismos y estudiar las diferentes estrategias que se han utilizado para ver hasta qué punto es evitable el uso de dichos anglicismos. Se han estudiado los manuales de estilo y las normas establecidas por la Real Academia Española para averiguar si coinciden con el uso real de anglicismos.

Los anglicismos han sido agrupados según las distintas estrategias utilizadas: transferencia directa del anglicismo, explicitación del anglicismo con un equivalente en español, y explicación del mismo en español. Los resultados demuestran que las normas establecidas no se reflejan en el uso de los anglicismos.

## 1. INTRODUCTION

The increasing use of anglicisms in the press has been a predominant phenomenon for the last decades. The press mirrors the language behaviour in our society and this can be seen in the Spanish newspapers. Perdiguero (2003) stated that the press is a “unique observatory” for the compilation and dissemination of neologisms, i.e. new words or expressions in a language. The journalistic language encompasses various knowledge areas such as politics, culture, economy and technology, among others. According to Ortega (2001, p.1), there are three main linguistic changes that are constantly occurring in the language: “revitalization of words in disuse, formation of compound words, and use of foreign expressions.” Journalistic language may be one of the sources to verify the expanding manifestation of anglicisms in the Spanish language and the evolution of the Spanish language as a whole.

This issue has been explored by Rodríguez Medina (2016), who concluded that the study of anglicisms in Spanish as a complex result of language contact and cultural globalisation caught scholar’s attention. From a linguistic point of view, there are different linguistic concepts which may refer to new words that are introduced in a language because of language contact. Some authors name this phenomenon in several ways: *borrowing*, *loanword*, *calque*, *foreign word*, *patent anglicism*, and *anglicism*. Molina and Hurtado (2002, p.3) defined the general term *borrowing* as “a word taken directly from another language.” Myers (2006, p.156) distinguished between *cultural borrowing* and *core borrowing*. She defined *cultural borrowing* as a “loanword that was adopted to express a concept that is new to the recipient language speakers’ culture” and *core borrowing* as a “loanword that has been adopted despite the fact that

a word for the concept already exists in the target language.” She said further that it may happen because of “cultural pressure.” The *Oxford Dictionary* (2018) defines *loanwords* as “words adopted from a foreign language with little or no modification.”<sup>1</sup> Varga and Dvorski (2011) classify loanwords into *foreign words* and *loanwords*. They argue that “not all foreign words eventually become loanwords, i.e. only some foreign words are actually adapted according to the grammatical rules of the receiving language” (Varga and Dvorski, 2011, p.4). According to Pratt (1980, p.116), *patent anglicism* refers to “the word which derives from Germanic roots and has been propagated via English; it can be totally or partially adapted as in *boxear*, or not adapted as in *ranking*.” The concept *anglicism* is defined as “a word or phrase borrowed from English into a foreign language” (*Oxford Dictionary*, 2018)<sup>2</sup>. Following Gerding et. al (2014), Hurtado et. al (1992) and Rogoyska and Zboch (2016), in this study I will use the term *anglicism* in order to refer to those foreign words coming from English that appear with the same spelling in the Spanish media. Hurtado et al. (1992) carried out a survey in four different Spanish cities. They chose ten anglicisms from their study and they observed how some English words were incorporated into the Spanish language through the media and how they were not easily understood by the Spanish reader whose level of culture was not very high. According to the *Real Academia Española*, there are some neologisms which have been already recorded with the same spelling and are very recurrent in the Spanish language, such as *club*, *airbag*, *rock* or *pizza*. The present study focuses on those

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<sup>1</sup> Loanwords. (2018). In *Oxford Living Dictionaries*. Retrieved from <https://en.oxforddictionaries.com/definition/us/loanword>

<sup>2</sup> Anglicism. (2018). In *Oxford Living Dictionaries*. Retrieved from <https://en.oxforddictionaries.com/definition/us/anglicism>

anglicisms which are spelt in the same way as in English and that have not been registered by the *Real Academia Española*.

In the present study I have selected journalistic texts because I became aware of the increase of English words in the Spanish newspapers as a student of *Traducción de textos profesionales y académicos*. I was interested in analysing the actual use of anglicisms since the press can be characterized by deeply recording the situation of the language people use at each moment, as well as spreading the prevailing neologisms that may be coined in the future. Luján-García (2010) declared that since English had developed into the main means of communication among non-native speakers, many tendencies have emerged regarding English as an international language. Hence, one tendency may be perceived in the Spanish press in view of the quantity of anglicisms they use.

The main hypothesis of my study is that the Spanish press uses anglicisms without taking into account the rules established in the style guides and by the *Real Academia Española*. Their appearance might be increased because of linguistic contact and they may affect our mother-tongue language.

This paper aims to quantify the anglicisms in the Spanish press and study the strategies approached to use those anglicisms by analysing a corpus of Spanish texts. The research question of this study is to examine to what extent this phenomenon can be avoided by using Spanish words whenever it may be possible. Thus, I will also contribute data to the research of cases in which there is a synonym in Spanish and the appearance of the anglicism term without any further explanation may cause misunderstanding. The process of data collection from the newspapers has been

completed in a twenty-day period, between February and March, 2018. The corpus is made up of all the articles that appear on the landing page in the online versions of the eight digital free-access Spanish newspapers with the highest circulation figures<sup>3</sup>. These newspapers are: *El País*, *El Mundo*, *La Vanguardia*, *ABC*, *El Confidencial*, *OKDiario*, *La Razón* and *El Diario* (henceforth *EP*, *EM*, *LV*, *ABC*, *EC*, *OK*, *LR* and *ED*). The corpus covers 187 pieces of news which appeared in thirteen different sections: *Economía*, *Sociedad*, *Actualidad*, *Internacional*, *España*, *Estilo*, *Cultura*, *Tecnología*, *Motor*, *Gente*, *Política*, *Familia* and *Ciencia*.

The present analysis is based on the study of the anglicisms collected. Firstly, I have carried out three frequency analyses to examine the presence of anglicisms that are currently used in the main newspapers. These analyses study the occurrences of anglicisms per newspaper, per section and the anglicisms most frequently used. Then, the three different strategies found out in the analysis of the anglicisms have been examined. These anglicisms are classified into three groups: those with no further explanation in Spanish, those that are made explicit with an equivalent in Spanish, and those that are explained. Finally, I have examined the style guides of the main newspapers and the rules established by the *Real Academia Española* in order to check to what extent the newspapers comply with the rules established by themselves, and whether there is any consistency in the use of anglicisms. There appear to be some discrepancies and I will exemplify them in the analyses.

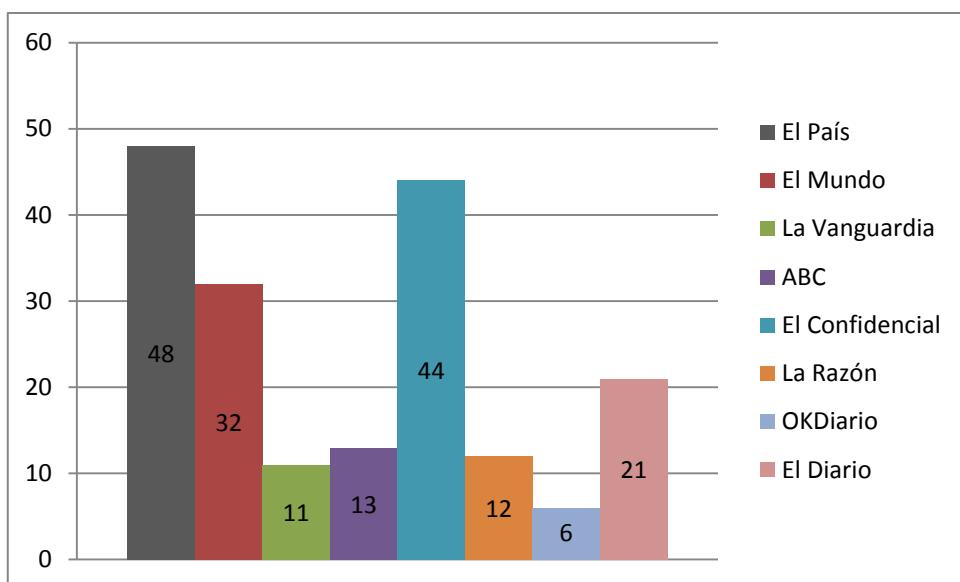
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<sup>3</sup> Ranking de digitales generalistas: OKDiario ya es séptimo. (2016, June 22). *Dircomfidential*. Retrieved from <https://dircomfidential.com/medios/ranking-de-digitales-generalistas-okdiario-ya-es-septimo-20160622-0401/>

The study summarises the conclusions that may be drawn after the analyses and then presents the bibliography consulted. The last section contains the appendixes in which the anglicisms are numbered in order to illustrate the examples in the present paper.

## 2. FREQUENCY ANALYSES OF ANGLICISMS IN THE SPANISH PRESS

The corpus consists of 187 articles in which there are 299 instantiations. The articles of the corpus have appeared in the landing page of each newspaper. The significant difference between them may be explained according to the design policy of each newspaper, that is, the extension of the landing page (or homepage) which is limited to several screens by scrolling down (See bar chart 1 below).

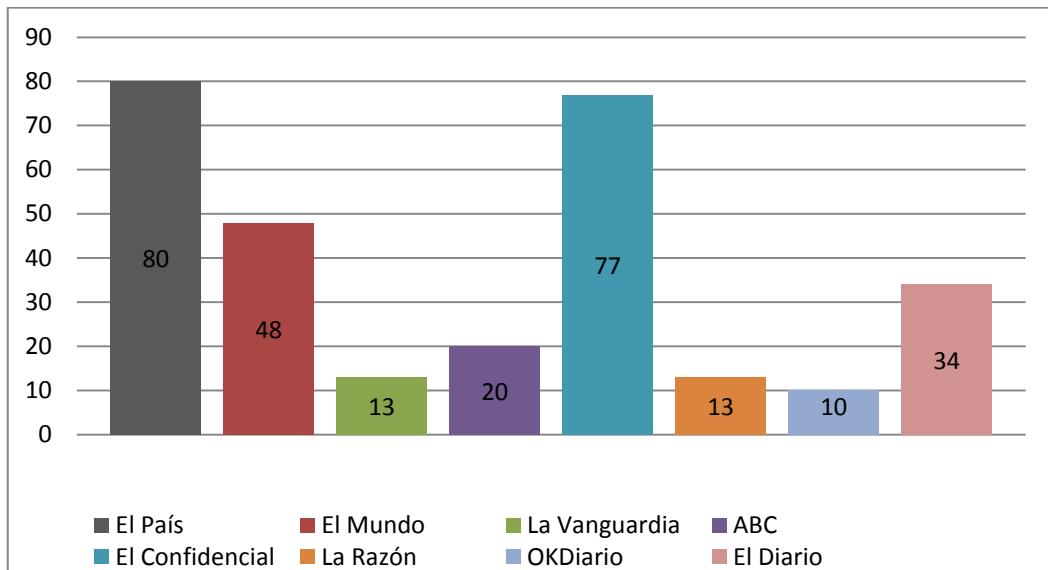


Bar chart 1. Number of articles per landing page

### 2.1. Occurrences of anglicisms per newspaper

The analysis of the occurrences of anglicisms per newspaper has revealed that the online version of *El País* and *El Confidencial* are the ones with the highest number of anglicisms, with 80 and 77 respectively, whereas *OKDiario* and *La Razón* have the

lowest number of occurrences, with just 10 and 13 words, respectively. (See bar chart 2 below).

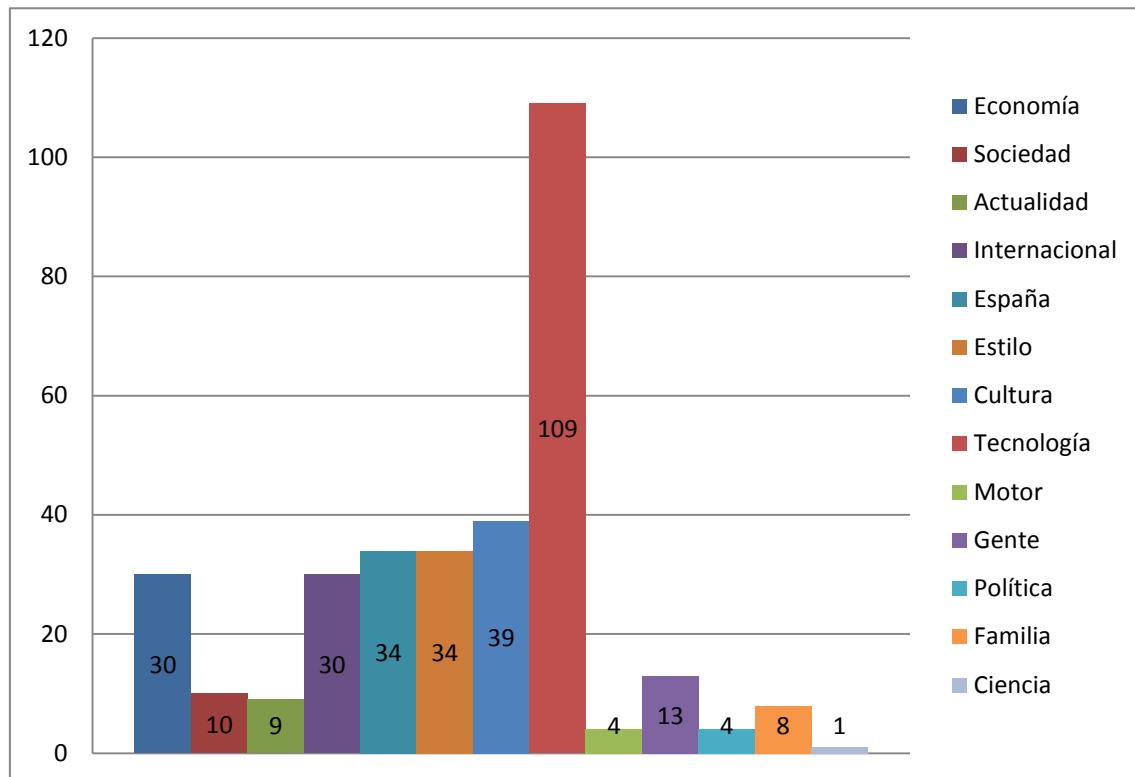


**Bar chart 2. Total occurrences of anglicisms per newspaper**

As we can see in bar chart 2, the number of occurrences of anglicisms differs significantly in each newspaper. An explanation for this notable contrast may be that the design policy of the landing page allows more pieces of news when we scroll down the screen. Consequently, the presence of anglicisms is considerably heightened with reference to the number of news, but they are proportionally related. For instance, *EP* shows 48 pieces of news whereas in *OK* there are only 6 articles with the presence of anglicisms (see bar chart 1). Thus, there is a ratio of almost 2 (1.67) anglicisms per article in both newspapers with regard to the total occurrences of anglicisms and the number of articles per landing page.

## 2.2. Occurrences of anglicisms per section

The analysis of the distribution of anglicisms according to the traditional newspapers' sections has revealed that the *Tecnología* and *Cultura* sections present the highest number of occurrences with 109 and 39, respectively. In contrast, *Familia* and *Ciencia* sections show the lowest figures with 8 and 1 words, respectively. (See bar chart 3 below).



Bar chart 3. Distribution of anglicisms according to the newspapers' sections.

The sections *Tecnología* and *Cultura* present nearly a 37% and a 13% of the total of anglicisms, respectively. In contrast, *Familia* and *Ciencia* show less than a 3% and a 1% of the occurrences. In the field of technology we can find a vast number of instantiations as we will see now. These examples reproduced in all the analyses are

numbered according to the number shown in the appendixes (See section 7). The following texts belong in the *Tecnología* section (as in original):

(105) En un momento en el que Sony con PlayStation 4 Pro, Microsoft con Xbox One X y el mundo del gaming en PC apuestan por la mayor resolución. (EM)

(37) La teleco ha integrado una función de red virtualizada y cargando sobre ella cuatro *slices* de red, refiriéndose al concepto “Network Slicing 5G”. (EP)

(197) En su interior, siete altavoces y un 'woofer' son los responsables del resultado acústico. (EC)

(193) El uso del **'big data'** para evitar atascos, las rutas inteligentes y los peajes de alta tecnología son algunas de las soluciones que España prevé utilizar para erradicar los problemas de movilidad urbana. (EC)

These anglicisms can be related to new terms which have recently emerged and they appear with the same spelling. As reported by Luján-García (2010), the role of English has been influential in many European countries at present, “as a result of globalisation, and development of technological means that allow interconnectedness between them” Luján-García (2010, p.2). Then, it is related to the occurrence of anglicisms in the field of technology, but these terms do not always appear explained and translated in our mother-tongue language, as they in the examples provided above. Rakinic (2016, p.8) analysed the presence of anglicisms in German and Croatian media and he claimed that “globalisation, interrelatedness of the modern world and development of the media are the reasons for the use of English in Croatian media.” The role of English as an international language appears to imply a significant growing number of words in the field of technology as shown by Hurtado et al. (1992) who mainly found examples related to the fields of politics, sports and economy. Nevertheless, they realized that English was considered lingua franca and this brought about the appearance of new terms in the Spanish media. They claimed that “they were

in a world shaped by constant changes and innovation" Hurtado et al. (1992, p.81).

This can be linked to a wider range of anglicisms in the section *Tecnología* in the present study.

On the other hand, some anglicisms might be related to stylistic devices that may lead the media to avoid repetitions and monotony in the text. This can be exemplified within the *Cultura* section as in the following (as in original):

(289) Sin embargo, todos ellos, ya sean de derechas, de izquierdas o *outsiders* ideológicos. (ED)

(148) «Bellas durmientes», sobre kings y reinas. (ABC)

(48) Luego, con típico *understatement* británico, afirmó: "no me importaría si los Rolling Stones dijeran que ya basta" (EP)

(80) Al contrario de Servaz que sigue *stucked* en el siglo anterior parece que la tecnología permite siempre nuevas formas de persecución. (EP)

These anglicisms may be used by the Spanish media to be more original and attractive to readers or viewers. Luján-García (2010) concurred with Lorenzo (1996) and Segura (2003) in their consideration of these uses as "the result of snobbery, modernity and prestige, rather than real needs of the Spanish language" Luján-García (2010, p.2). This phenomenon will be further explained in section 4. The following headlines may also exemplify this (emphasis my own):

(182) De Bangladesh a Las Vegas: por qué Levi's fabricará vaqueros con '**hi-tech**' española (EC)

(97) Ladridos '**stop-motion**' en la Filmoteca (EM)

(98) Murillo se hace unos '**selfies**' en Londres. (EM)

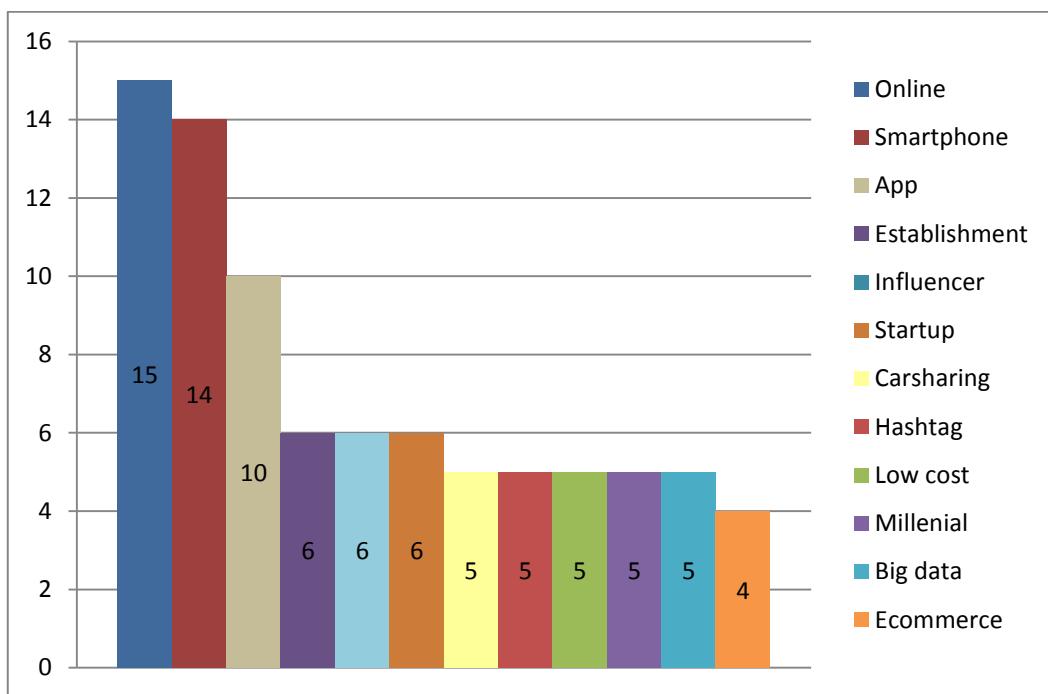
Example (98) can exemplify what this “result of snobbery, modernity and prestige” since the Spanish equivalent “*autoretrato*” for “*selfie*” is not used. This new concept is very much present in our daily basis. Moreover, the three headlines present anglicisms which might be appealing to click on. These digital newspapers receive revenue when the readers click on the links, so the use of anglicisms may attract more viewers. The neologism *clickbait* refers to this attractive effect to click on the links. The *Cambridge Dictionary* (2018) defines *clickbait* as “articles on the internet that are intended to attract attention and encourage people to click on links to particular websites.”<sup>4</sup>

### **2.3. Anglicisms most frequently used**

The analysis of the anglicisms most frequently used in the Spanish press focuses on the twelve words with the highest frequency. There are some coincidences in the number of occurrences of some of them (See bar chart 4 below).

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<sup>4</sup> Clickbait. (2018). In *Cambridge Dictionary*. Retrieved from <https://dictionary.cambridge.org/es/diccionario/ingles/clickbait>



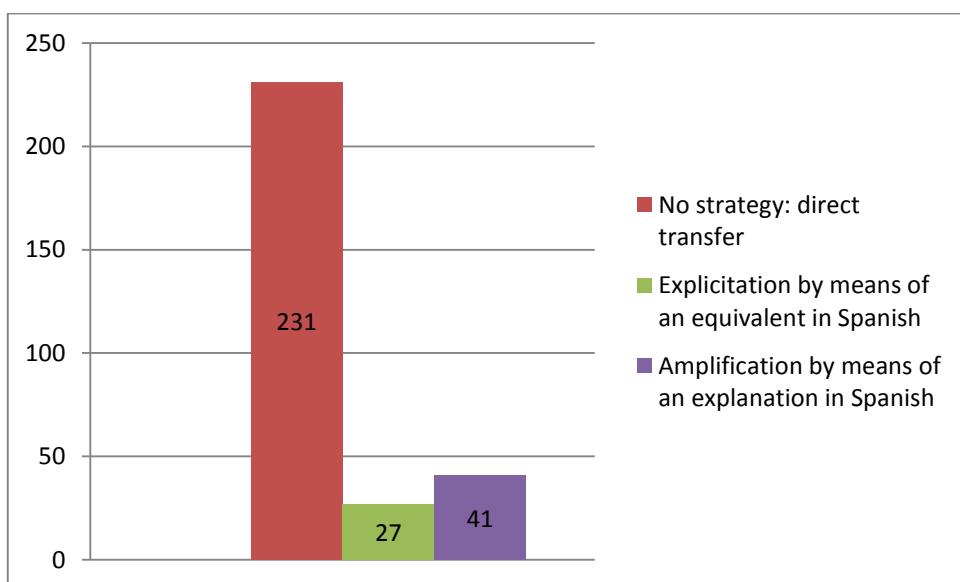
**Bar chart 4. Anglicisms most frequently used in Spanish newspapers**

The word *online* stands out with 15 occurrences and the following two are *smartphone* and *app*, with 14 and 9 respectively. These results might be similar to the ones obtained by Rogoyska and Zboch (2016), who studied the presence of anglicisms in German newspapers in 2016. The three most frequently used words were *designer*, *software* and *smartphone*, with 15, 12 and 9, respectively. They limited their study to three different sections: *Beauty*, *IT*, and *Politics*, in three newspapers, *Die Welt*, *Der Spiegel* and *Der Stern*. They found that the *IT* section, which is the acronym for *Information Technology*, occupied the second highest position with 40 occurrences. As we can see, the word *smartphone* is one of the most frequently used in German and Spanish newspapers. They also revealed that words such as *software*, mentioned above, and *hardware*, with 8 occurrences, were very recurrent in German newspapers. In contrast, these two anglicisms are already coined by the *Real Academia Española*, so these words are not found in the data collected.

The present analysis shows that there are words that have recently emerged but they are very recurrent in the Spanish media such as *influencer*, *millennial* and *hashtag*. These anglicisms are used in their daily basis mostly by young people. Other anglicisms such as *startup*, *carsharing*, *ecommerce* and *big data* may be linked to specific fields of knowledge. This level of expertise in some pieces of news may explain why these anglicisms are within the twelve words with highest frequency.

### 3. STRATEGIES FOLLOWED USE ANGLICISMS

The analysis of the data has revealed that there are three main strategies that are used when dealing with anglicisms. Following Molina and Hurtado (2002) and the translation techniques studied in *Traducción de textos profesionales y académicos*, the strategies followed in the present study are: no strategy, i.e. direct transfer of the anglicisms, explication, by means of an equivalent in Spanish, and amplification of information, by means of an explanation in Spanish.



**Bar chart 5. Classification of the anglicisms according to the different language strategies used**

#### 3.1 NO STRATEGY: DIRECT TRANSFER

This strategy is not described as such in *Translation Studies*, but I can consider that no translation can be adapted in the present study since the analysis is focused on texts

that come from the Spanish press. This strategy can be observed in those anglicisms with no further explanation in Spanish: they are directly transferred from English and they appear with the same spelling.

This strategy is the most outstanding one and it compiles 231 out of 299 anglicisms. This stands for nearly 78% of anglicisms where we can find examples such as the following (as in original):

(86) «Como *freelance*, lo tenía menos fácil, pero al final lo conseguí», cuenta a *Crónica* Hariri, en su castellano que aprendió en Nicaragua. (EM)

(130) La cámara que emerge del teclado y su enorme touchpad, uno de los más grandes en ordenadores de este tamaño. (LV)

(142) Muestras de cariño que ha recibido tras enfrentarse a su «*hater*». (ABC)

(146) «Algo más que un cambio en el "skyline", al integrar en un solo espacio educación, cultura, salud y ocio, como en un caleidoscopio». (ABC)

These examples present anglicisms which are new concepts, such as *touchpad* and *hater*, which have recently emerged.

There are other examples in which the use of anglicisms is not even necessary because there are Spanish equivalents. This can be illustrated in examples (86) and (146), because the equivalents, *autónomo* for *freelance* and *paisaje o perfil urbano* for *skyline*, could clarify the information for the Spanish reader. This phenomenon can also be observed in the following (emphasis my own):

(148) «Bellas durmientes», sobre **kings** y reinas (ABC)

This text belongs to a headline in a piece of news from the *ABC* and it may be understood as a sort of wordplay. The article is about a novel written by Stephen King which deals with the power of those princesses and queens who were mistreated by

princes and kings. The use of the anglicism *king* in this case is ambiguous and the use of the Spanish word *reyes* would be better understood by the Spanish readers.

There are also examples in which the use of an anglicism is not necessary as in the following (emphasis my own):

(187) Cano empezó a presentar a los clientes los saldos de una cuenta en un banco **online 'offshore'** para demostrar la liquidez que la empresa tenía disponible. (EC)

These two words, *online* and *offshore*, have an equivalent in Spanish so there is no need to use the English words. The text refers to the fact that Cano hid his offshore accounts in an online bank. Then, this can be transferred into *saldos de una cuenta de paraíso fiscal en un banco digital*.

There is a vast number of cases where the information cannot be understood by those Spanish readers whose level of English is not very high as in (emphasis my own):

(61) Estas plataformas son capaces de afianzar su posición dominante mediante la creación de barreras de entrada a potenciales competidores. Absorben a las **startups** con potencial para convertirse en una amenaza, compran todas las innovaciones tecnológicas. (EP - *Tecnología*)

(168) “Ha habido un aumento de los drogadictos que vienen de otras ciudades, lo que confirma que Venecia, y sobre todo Mestre, se han convertido en un **'hub'** de la droga”, escribió el instituto forense veneciano Aulss 3 Serenissima en un informe de 2015. (EC - *Internacional*)

(277) Es **mobbing** laboral lo que estamos sufriendo". Los trabajadores reconocen que son "escépticos", pero esperan que la empresa decida negociar con "propuestas reales de un proyecto de futuro. (ED - *Economía*)

These examples may illustrate the linguistic problems caused by lexical innovations.

On the other hand, these examples appear in specialized articles in different field of knowledge and these articles with a high level of expertise tend to use anglicisms since they prefer to use the original concepts. The reason might be that these anglicisms are bound to the creation of new concepts which do not exist in Spanish, as it is the case of *startups*.

The section *Tecnología* plays an important role in this study because there are new concepts that have recently emerged, as I have mentioned above, and they are not translated into Spanish. Some of these anglicisms can be understood by almost everybody because we use them despite the fact that they have not been coined by the *Real Academia Española* yet (emphasis my own):

(2) Despues de conocer que la concentración se iba a realizar a través de **Whatsapp**.

(EP)

(15) El **made in Italy** en moda siempre tiene tirón. (EP)

(9) Durante los programas de telerrealidad que te encuentras a veces haciendo '**zapping**'

(EP)

In contrast, within this section there are also some anglicisms which may need further explanation in Spanish in order to understand their meaning, as in the following examples (emphasis my own):

(266) Sonia Gharsallah, responsable del **stand** del Ministerio de Tecnologías de Túnez en el Mobile. (ED)

(246) El traductor se basa en la Inteligencia Artificial y en un **motor cloud** que reconoce lo que dice el orador y muestra instantáneamente la traducción en el idioma o idiomas seleccionados. (LR)

(176) La primera plataforma tecnológica en red distribuida para la búsqueda y captación de profesionales a través de referencias retribuidas, aplicando las técnicas más

desarrolladas de 'inbound recruiting', 'branded content', gamification y 'analytics'. (EC)

(129) Han añadido cuatro altavoces y un **subwoofer** con calificación Dolby Atmos para obtener un sonido “inmersivo” según su máximo directivo. (LV)

Hurtado et al. (1992, p.80) remarked that “there was no further explanation in brackets after the use of English words in the media. However, this may happen when the anglicisms are further from their recent integration in the Spanish language.” The anglicisms that appear in these texts might be directly related to the development of technology. Luján-García (2010, p.11) affirms that “the cyber world of the Internet is teeming with English terms.” This can be interpreted in both ways, positively or negatively.

Firstly, the appearance of English words without any explanation can be an “evidence of the increasing interconnectedness and mutual influence among languages, largely brought about as a result of globalisation,” as declared by Luján-García (2010, p.3). This can be evidenced by the number of anglicisms that are used by young Spanish people. These anglicisms can be observed in the Spanish media as in the following (emphasis my own):

(33) De hecho, cuatro de cada diez españoles ve contenidos **online** al menos una vez a la semana. (EP)

(174) Nuevo el cristal templado como el ingrediente estrella de los '**smartphones**' más pintones del mercado. (EC)

(135) Ha nacido una nueva **influencer**. (LV)

Secondly, this phenomenon can also be seen in a negative way because these words might not be understood and further explanation in Spanish should be needed as I have exemplified above (See Section 3.1 pages 15-16).

### 3.2 EXPLICITATION BY MEANS OF AN EQUIVALENT IN SPANISH

The anglicisms that appear within this group are made explicit by means of an equivalent in Spanish. According to Molina and Hurtado (2002, p.4), the translation technique known as explicitation can be described as “the introduction of information from the Source Text (ST) that is implicit from the context or the situation.” This technique has been adapted in the present study because the texts are not translated. I have considered the Spanish equivalent as a kind of explicitation of the information given by the English word.

This strategy shows the lowest number of occurrences, with 27 instantiations, a 9% of the whole corpus, such as the following examples (emphasis my own):

(251) Nuevos iconos para el uso de **pegatinas** o 'stickers' en los chats. (LR)

(268) Así empieza la aventura urbana de este **angry white man** (hombre blanco enfadado). (ED)

(81) Viktor y Amalija Knavs, han obtenido el preciado permiso de residencia, conocido de forma popular como '**green card**' (tarjeta verde). (EM)

In this group I should emphasize some cases that might appear to be ambiguous. I have observed no consensus regarding the appropriate equivalent of the anglicism *Kelly*, as illustrated in the following examples (emphasis my own):

(185) "No me reconozco en la afirmación de la huelga a la japonesa que ha dicho o no algún miembro de mi partido. No me reconozco", dijo el jefe del Ejecutivo en una respuesta a la senadora de Nueva Canaria María José López Santana, quien describía a Rajoy las condiciones en que trabajan las llamadas '**kellys**', las camareras de piso, una intervención que dejó muy impresionado al presidente del Gobierno. (EC)

(273) Entiendo que nosotras tenemos más interés mediático, pero escuchemos también a las *trabajadoras del hogar*, las *kellys* o las *cuidadoras*. (ED)

The origin of this anglicism might clarify this ambivalence. In 1946, William Russell Kelly sent his temporary employees, who used to be girls, to wherever they were needed to do their job since they used to do their typing work in the office. Then, these employees were known as “Kelly Girl”. Nowadays, the term has become widely used to refer to temporary workers<sup>5</sup>.

The two examples provided above have explained the concept from two different perspectives. Example (185) above might be the one which is closer to the origin of the word because it refers to the employment contract these girls are offered, which is associated with poor working conditions. The explicitation of the anglicism provided in example (273) is given from another point of view, the one related to the use of the word *kelly* to refer to *home* in a colloquial way in Spanish, especially in the South.

There are some anglicisms which have been explicitated in an incorrect way because they have been mistranslated into Spanish. This might result in confusion or even misinformation for some users as in the following examples (emphasis my own):

(84) La DeX Pad se filtró hace semanas y permitirá usar el Galaxy S9 como *touchpad* (*el ratón de los portátiles*). (EM)

The *Collins Dictionary* defines *touchpad* as “*a small flat surface which is sensitive to touch, used to control an on-screen cursor*”<sup>6</sup> which in Spanish would roughly mean “*panel táctil*”. However, *El Mundo* defines the anglicism as “*ratón de los portátiles*”

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<sup>5</sup> Kelly Services. Retrieved from <https://www.kellyservices.us/us/about-us/company-information/kelly-girl-story/>

<sup>6</sup> Touchpad. (2018). In *Collins Dictionary*. Retrieved from <https://www.collinsdictionary.com/es/diccionario/ingles/touchpad>

and this definition can be ambiguous. Another example that shows this ambiguity is the following (emphasis my own):

(162) También le solicita la decisión del BCE de declararlo **inviable** ('**failing or likely to fail**'), de la que no se conoce el contenido ni tampoco la fecha, aunque la JUR da a entender que fue anterior al 6 de junio. (*EC*)

The expression “*failing or likely to fail*” is related to failure and it means “*defectuoso*” or “*erróneo*” in Spanish, whereas *El Confidencial* defines the anglicisms as “*inviable*”.

There are also some anglicisms which have been mistranslated as we can observe in the following example (emphasis my own):

(101) Antena 3 ha programado para este miércoles en *prime time* (22.40 horas) un **preestreno** de la serie *Fariña* [...] "En principio, la serie se estrenará en unos meses, aún está en fase de postproducción; pero con esta **premiere** hemos querido responder a la demanda generada sobre la historia que cuenta *Fariña* tras el debate público que se ha suscitado en estos días" (*EM*)

The anglicism *premiere* in this text refers to “*preestreno*” in Spanish whereas the equivalent of “*premiere*” is “*estreno*”. If the Spanish press prefer to use the anglicism together with the Spanish equivalent, an accurate use of the language is needed for a better understanding. As we can observe in example (101), the anglicism *prime time* follows no strategy and it cannot be understood by the Spanish readers, either (See subsection 3.1).

The anglicism *carsharing* appeared in *El Confidencial* three times in different texts in the *Tecnología* section. In example (218 below), the word *carsharing* has been made explicit as “*transporte compartido*” (emphasis my own):

(218) “Está claro que el llamado '*carsharing*' o transporte compartido vive un auténtico 'boom' en las ciudades españolas” (EC)

In contrast, the anglicism follows no strategy in two other pieces of news within the same section (emphasis my own):

(225) Triunfó con envío de comida a domicilio y '*carsharing*' y cree que va a suceder lo mismo con nuestro sector. (EC)

(195) En esta línea, Ferrovial y Renault ya tienen en marcha un servicio de '*car sharing*' en Madrid. (EC)

Another aspect that can be highlighted is the two different ways in which the anglicism is written in the same newspaper: *carsharing* and *car sharing*. This stylistic aspect will be commented on in section 4 with regard to the recommendations offered by some of the newspapers' style guides.

Another clear example is *smartphone* in *El País*, within the *Economía* section, which is explained in a piece of news (emphasis my own):

(18) Las ventas de **teléfonos inteligentes** (*smartphones*) a usuarios finales en todo el mundo sumaron un total de 1.536 millones de unidades. (EP)

However, this anglicism appears four more times in the *Tecnología* section, in the same newspaper, without any further explanation as in the following:

(34) Está equipado con DLNA para reproducir de forma inalámbrica desde *smartphones* y tabletas. (EP)

(42) Sobre todo teniendo en cuenta que la edad de acceso a Internet y a los *smartphones* es cada vez más temprana. (EP)

(66) Un teléfono móvil de 80 gramos –hoy los *smartphones* están por encima de 110 gramos– emplea 44,4 kg de recursos naturales para fabricarse y funcionar. (EP)

### 3.3 AMPLIFICATION BY MEANS OF AN EXPLANATION IN SPANISH

The third section in this analysis reveals the anglicisms which are explained in Spanish. This can be considered an amplification of the information following Molina and Hurtado (2002, p.4), who said that “amplification occurs when the Target Language (TL) uses more signifiers to cover syntactic or lexical gaps.” The explanation in Spanish can be considered a strategy to cover the gap for those Spanish readers who may not understand the English word.

There are 41 cases in which this strategy has been used. This is nearly a 14% of the total corpus of anglicisms. The following texts may exemplify this strategy (emphasis my own):

(165) Con estos dos procesos, se empieza a cerrar un ciclo que se inició en el verano de 2014, cuando [Apple abrió las puertas de su tienda insignia](#) ('flagship') en el número 1 de la Puerta del Sol. (EC)

(62) Creo que deberíamos verlos simplemente como **bugs**: problemas en el código y en los sistemas de software que fueron creados por personas (EP)

(209) Pero ¿qué es exactamente el '**buttery blonde**'? “Se trata de tonos cálidos con un efecto bastante natural, pero sin contraste, que aportan mucha luz al cabello. (EC)

(245) Su traductor multilingüe «**Live Talk**», un proyecto concebido en un principio para ayudar a personas sordas pero que ahora se hace «mayor» entre otras cosas incorporando 19 idiomas. (LR)

Some anglicisms may be amplified because they are considered new terms adopted in the target language, as in the following (emphasis my own):

(215) '**Mansplaining**'. Se trata de un neologismo que proviene del inglés y une dos palabras "hombre" y "explicar". Concretamente, se refiere a la tendencia de muchos hombres a explicar cosas de forma paternalista y condescendiente en

algunos casos, incluso aunque aborden temas que controlan menos que sus interlocutoras (EC)

(276) "El **inclusion rider** es que puedes pedir o exigir al menos el 50% de diversidad no solo en el casting, sino en el equipo. (ED)

These anglicisms have been explicitly explained in Spanish. In contrast, there are some anglicisms whose meaning might be understood in context, by their context as in the following cases (emphasis my own):

(40) La prevalencia del tipo de acoso "cara a cara" sigue siendo mayor que el que se realiza a través de Internet o por el móvil. "No debemos culpar a la tecnología", señala Garmendia. Por ello, los datos que se ofrecen en la investigación hacen referencia a los menores que han sufrido tanto **bullying** como **ciberbullying**. (EP)

We can observe here that "*acoso cara a cara*" refers to "*bullying*" and "*el que se realiza a través de Internet o por móvil*" means "*ciberbullying*". These two terms may be understood by almost everyone, whereas the example below is more specific to the fields of politics or economics, and it might not be understood without some explanation:

(167) "Al mismo tiempo, la apertura política, económica y social de Europa brindan ciertas ventajas, como el periodismo crítico, o los '**think tanks**' centrados en investigar las influencias políticas. (EC)

In this example the explanation describes the main objective of those *think tanks* but there is still lack of information, because we are not given a clear explanation of 'what' these *think tanks* are. The level of expertise in some fields of knowledge may result in the use of anglicisms, as I have explained in subsection 3.1. This can also be seen in the following examples (emphasis my own):

(132) La idea del "mira ahora, compra ahora" (**See Now Buy Now**) le parece, asegura, una "idea explosiva". (LV - *Estilo*)

(109) Tiene capacidades de aprendizaje profundo (el ya famoso '**deep learning**') y también está desarrollado teniendo en cuenta la eficiencia energética. (*EM-Tecnología*)

As we can observe in these two examples, the anglicisms have been made explicit in Spanish and then the original concepts appear in brackets. In these cases, they have explained the anglicisms that refer to specific concepts which do not exist in Spanish.

There are some other anglicisms which are explained but they could give more information to achieve a better understanding. This can be seen in the following examples:

(67) El invento de ese desayuno tardío o almuerzo temprano —la palabra **brunch** es precisamente el acrónimo de **breakfast** y **lunch**— es un legado neoyorquino que ha llegado para quedarse. (*EP*)

The first anglicism *brunch* is explained as a blending of *breakfast* and *lunch*, but these two words are not explained. Hurtado et al. (1992, p.82) argue that “this tendency of using anglicisms might be a technique to surprise the reader because it is more appealing or to counteract the lack of terms in some fields.” This might be observed in the manifestation of anglicisms in the headline of some articles in the Spanish press. As I have explained in subsection 2.2, some of these anglicisms are intended to attract readers to click on the links. This can be illustrated in the piece of news from *El Diario* (example 297 below), where the anglicism appears in the headline (emphasis my own):

(297) La nueva directora de la CIA ordenó el uso del '**waterboarding**' contra presos de Al-Qaeda en una cárcel de Tailandia (*ED*).

As compared with the body text, where the concept has been translated into Spanish (emphasis my own):

Durante una entrevista con ABC News, el multimillonario dijo que sus jefes de inteligencia avalaban el uso de técnicas como el "**ahogamiento simulado**" en la lucha contra el terrorismo (*ED*)

Grijelmo (2016), a Spanish writer and journalist, also agrees on the fact that English terms are preferred. He says further that the reason why anglicisms appear in the headline is that “they are more prestigious”.

#### 4. RECOMMENDATIONS ON HOW TO USE ANGLICISMS: THE NEWSPAPERS' STYLE GUIDES

The main purpose of this section is to study the rules established in the newspapers' style guides and by the *Real Academia Española* in order to check whether there is any consistency in the actual use of anglicisms. The prestige newspapers all over the world have traditionally offered recommendations in their style guides in order to be followed by the staff. These style guides refer to "a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field."<sup>7</sup> The main objective of these standards established in the style guides is to achieve uniform criteria.

It should be mentioned that not all the newspapers which have been studied follow a style guide, as it is the case of *El Diario* and *OKDiario*. These newspapers have been founded in 2012 and 2015, respectively, so they have recently emerged. In contrast, the traditional newspapers such as *El País*, *El Mundo*, and the *ABC* have their own style guides. The recommendations they should follow when dealing with anglicisms can be summarised in the avoidance of foreign words whenever there exist Spanish words. These recommendations can be observed here (emphasis my own):

*EL PAÍS*: "EL PAÍS se escribe en castellano, y la regla general es que **no se deben usar palabras de otras lenguas**, incluidos el catalán, el gallego o el vascuence, **mientras existan sinónimas en castellano**". (65)

"Los principios más importantes del vocabulario están basados en la **elección de términos castellanos frente a los extranjerismos** que van entrando en el lenguaje de políticos y periodistas, pero que tienen equivalente en español [...]." (115)

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<sup>7</sup> Style guide. (n. d. ). In *Wikipedia*. Retrieved June 20, 2018, from [https://en.wikipedia.org/wiki/Style\\_guide](https://en.wikipedia.org/wiki/Style_guide)

*EL MUNDO*: “EL MUNDO se escribe en castellano, como idioma oficial y lengua compartida por el conjunto de los españoles. De ahí que, **como principio general, debe evitarse el uso de palabras y expresiones de otras lenguas que tengan su término equivalente en castellano**. Solamente en circunstancias excepcionales se podrán incluir palabras o frases en otros idiomas si resultan imprescindibles para comunicar información fundamental o transmitir el ambiente reinante en un acontecimiento.” (47)

*ABC*: “Para los extranjerismos y latinismos crudos o no adaptados –aquellos que presentan rasgos gráfico-fonológicos ajenos a la ortografía del español– se utilizará la cursiva.

En cambio, los extranjerismos y latinismos adaptados –aquellos que no presentan problemas de adecuación a la ortografía española– se escriben sin ningún tipo de resalte y se someten a las reglas de acentuación gráfica del español.” (118)

The rules established in the *Manual de Español Urgente* with regard to the use of foreign words are summarised by Luis María Anson, member of the *Real Academia Española*, who basically stated the following (emphasis my own):

“Este *Manual de Estilo* ha sido un primer paso para crear, en la Agencia EFE, un ‘Departamento del Español Urgente’, del que formarán parte académicos y catedráticos. Se trata de dar respuesta inmediata a las dudas sobre expresiones, palabras y nombres propios, **evitando a tiempo el uso de anglicismos**. La fuerza de la prensa, sobre todo de la radio y de la televisión, es tan grande que se hace necesario divulgar con rapidez el término correcto” (Gómez, 1998, p.49)

The analyses have already shown some examples in which the use of anglicisms is not avoided even if there are Spanish equivalents (See subsection 3.1. pages 14-15). This can also be seen in the following example (emphasis my own):

(54) En el **teaser** estrenado durante los Oscar de la nueva y última temporada ese momento se confirmaba. (EP)

The word *teaser* refers to “*avance*” in Spanish and there is no need to use the anglicism.

The newspapers' style guides also consider the typographic criteria to write a piece of news. However, I have found out several discrepancies which can be exemplified in *El Mundo*. The style guide clarifies that foreign words should be written in italics, followed by an explanation in Spanish between brackets (emphasis my own):

“[...] Esas palabras o frases **se identificarán siempre con el empleo de cursivas y la inclusión a continuación, entre paréntesis** (o corchetes, si estuviesen incluidas dentro de citas textuales), **de su traducción al castellano**: “Una densa multitud avanzaba por la avenida gritando sin cesar presoak kalera (presos a la calle)”. (47)

I have observed that none of the examples strictly follow the rule, and that nearly 84% of the anglicisms in *El Mundo* do not appear in italics, as we can see in the following cases (emphasis my own):

- (105) En un momento en el que Sony con PlayStation 4 Pro, Microsoft con Xbox One X y el mundo del **gaming** en PC apuestan por la mayor resolución y la mayor fidelidad gráfica posible.
- (99) La prometida del príncipe Harry parece decidida a modernizar la imagen de la familia real británica y no figurar únicamente como una discreta y políticamente correcta '**royal**', al estilo de su futura cuñada, la duquesa de Cambridge.
- (118) Desde el nuevo '**golden boy**' de las variedades estadounidenses hasta el detalle del segundo nombre de Roger Deakins
- (92) Pero lo que más llama la atención del nuevo equipo es la posición de la **webcam**.

The *ABC* style guide also establishes that those anglicisms which have not been adopted must be written in italics. The following examples show a remarkable lack of consistency (as in original):

- (159) Otras de las novedades que podrían llegar en breve serían la inclusión de etiquetas que indiquen el tiempo y la ubicación, al estilo de las «stories» de Instagram, y que se podrán incluir al editar una foto o un vídeo.

(160) Para ello, incluso, hizo llamar al único verdugo de las «star and stripes» en territorio europeo: John C. Woods.

(151) Mercadillos, «markets», tiendas efímeras... Distintos nombres para un mismo fenómeno: los «pop up».

These anglicisms should have been written in italics but none of them follow the rule, instead they use inverted commas.

The typographic criteria were also explored by Hurtado et. al (1992, p.81) in the word *marketing*; it could appear written as *marketing*, *marketin* or *márketin* before the *Real Academia Española* coined the anglicism as *marketing*. In the present study this can be compared with the word *online* (as in original):

(164) Sergio Ortega, había abonado 7.000 euros en efectivo a las dos empresas que se encargaban de la imagen y reputación 'online' de Ignacio González. (EC)

(122) Mercadona quiere seguir siendo el rey y esto pasa por sacrificar el beneficio e invertir en tener tiendas mejores y una web de compra online lo más rentable posible. (EM)

(10) El consumo *online*, con todas sus ramificaciones, hace inevitable que el oyente sea más propenso a topar con novedades, recomendaciones y explore nuevos géneros. (EP)

(257) La primera consulta puede ser de inicio de tratamiento, o hacer seguimiento online con su médico mediante chat, videoconferencia o formularios protocolizados. (OK)

(254) Uno de los impulsores del «campamento of-line», como él mismo lo ha definido, es Bernard Nebreda. (LR)

These examples show the lack of consistency in the spelling of the anglicism *online*. Moreover, this lack of consistency can be observed in a piece of news from the *ABC*. The article also deals with the fact that Mercadona has created an online website, as

example (122) above, but in this case the newspaper has preferred to use a Spanish expression, as we can see in the following (italics my own):

Juan Roig se pronunciaba en estos términos el martes cuando fue preguntado acerca de la puesta en marcha del nuevo modelo de *venta por internet* de Mercadona. (ABC)

## 5. CONCLUSIONS

In the present study, a descriptive analysis of the presence of anglicisms in the Spanish press has been proposed and investigated. This analysis has been carried out during a period of twenty days between February and March, 2018. The analysis has been based on three different frequency analyses of the presence of anglicisms, and a study of the three different strategies used by the newspapers.

The frequency analyses show that there is a vast majority of occurrences of anglicisms in the *Tecnología* section in comparison with the others. This may be related to new concepts which have recently emerged and they do not exist in Spanish, and to those concepts which refer to fields of knowledge with a high level of expertise. The study of the different strategies has revealed that most of the anglicisms follow no strategy and they are transferred directly. As we have observed there are cases in which they may not be understood (see subsection 3.1. page 16), others in which these anglicisms refer to words which are widely accepted (see subsection 3.1 page 17), and others which can be avoided because there are Spanish equivalents. This may confirm my hypothesis that, despite the fact that the recommendations offered by the *Real Academia Española* and the newspapers' style guides to avoid the use of anglicisms, we can observe that they are very much present.

I can conclude that the use of anglicisms for new terms can be explained as a consequence of globalisation and the development of technology, but the Spanish press should always use an equivalent, if possible, or explain the anglicisms, if they refer to new concepts. Nevertheless, there are cases which are in everyday speech,

although they have not been accepted by the *Real Academia Española* because there is a Spanish equivalent, as it is the case with *selfie* (example 98).

I would say that the situation may develop towards some preference for the English term rather than the Spanish one, since nowadays young people are more in contact with the language. This study may be taken into account for educational applications, because there are incorrect uses and mistranslations of some anglicisms, as we have observed. Some of these examples may be further studied to achieve a higher knowledge of English.

This paper has its limitations which need to be considered for further research. I would like to analyse the degree of knowledge of these anglicisms by the Spanish population, by means of surveys.

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