# Gossiping in an Internet Forum:
## A Corpus-Based Study of the Use of Anglicisms

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**Abstract:**

The presence of Anglicisms in multiple domains of Spanish speakers' daily life is unquestionable. This paper intends to demonstrate the use of English lexical items in an Internet forum, namely www.cotilleando.com, which is devoted to sharing opinions, views and gossip about influencers, including YouTubers, Instagrammers and TikTokers. A corpus of 121,102 words has been collected and examined by using the analysis tool AntConc (https://www.laurenceanthony.net/software/antconc/). A subsequent manual analysis has allowed us to excerpt a sample of thirty-two English lexical items. This collection of Anglicisms has been examined from a quantitative and qualitative points of view. The quantitative study has provided data on the frequency of use of the sample collected within the extensive corpus, whereas the qualitative analysis offers examples of the use of these English terms in the real posts excerpted from the forum. Additionally, a discussion on the categories of these Anglicisms and the pragmatic functions they fulfil is provided. The findings reveal a tendency to use English lexical items in this internet forum. Non-adapted or pure Anglicisms are the most frequently used, followed by adapted English loanwords; only one case of a false Anglicism was identified. Conclusions highlight the tendency to use English borrowings in the field of social media, more precisely those addressed to followers who discuss about influencers, may they be YouTubers, Instagrammers or TikTokers, in the context of an internet forum.

**Keywords:** Anglicisms, influencers, YouTubers, Instagrammers, followers, online forum, gossip, Spanish

## 1. Introduction

The use of English lexical items is quite pervasive in all areas of our daily lives. The growing emergence and spread of different types of social media is also undeniable. Authors such as Kuhn & Stevens (2017) assert that the emergence of a participative culture may be considered as a social change that reduces people's barriers and promotes the creativity and the unlimited spread of knowledge, increasing the value of experience and reciprocity among people. Technological innovations encourage companies to promote their image on digital platforms or social media, forming "online communities", which invest in resources to make them dynamic and interactive in which users participate and interact more (Malik and Choi, 2021). Platforms such as Facebook, YouTube, Instagram, Tik Tok, Twitter, and Pinterest are part of the daily habits of the new generations (millennials and centennials) thanks to their affinity with terms such as "fashion", "connection", and "images" (Nelson et al., 2019).

Current figures state that 85% of Spanish internet users between 12 to 74 years use social media, which represents 30.2 million of population in Spain. There is a higher level of use among women (87% women vs 83% men) and especially among young people who are between 18 and 24 years old (94%) (IAB Spain, 2023).

There are several types of new characters who have become the protagonists of social media and have a great impact on young people. These are the popular influencers, and they develop their professional careers, so to call it, as Instagrammers, YouTubers or TikTokers. The online comments and gossip that surround the lives of these three kinds of actors is the focus of this study.

### 1.1. Some key concepts

For a better understanding of some key concepts a distinction among these social networks' actors will be given. To understand what an influencer is, we will provide a definition:

*Influencers* seem to have a high level of credibility, authenticity, and a large audience. This implies that, by virtue of their trustworthiness, they can persuade other people. Influencers have specialized knowledge, authority or insight into a specific subject and that makes them a useful launching pad for brands in search of credibility (https://blog.hootsuite.com/how-much-do-influencers-make). The Fundéu BBVA (2019) offers two alternative equivalent terms *influyente*, meaning someone who has a strong influence on others, and it may be used as an adjective [*persona influyente*] and as a noun [*ella es una influyente*]. Fundéu also recognizes *influente*, which is more similar to the English term, as another Spanish alternative

for *influencer*. Other two options offered by Fundéu are *influidor* from verb *influir* and *influenciador* from verb *influenciar*. Both coming from Spanish verb *-influir/ influenciar* (https://www.fundeu.es/recomendacion/influyente-alternativa-a-influencer/).

*Instagram* is the second most widely used and fastest growing social media in Spain. Instagram has a very strong influence on the lives of young people, as the network's users share lifestyles, experiences, and feelings (Shumaker et al. 2017), and are followed by thousands or even millions of people (Mañas-Viniegra et al. 2020). According to IAB Spain (2023) Instagram continues to be the most followed network. At some considerable distance, the second position occupied by YouTube, and the third by TikTok, which surpasses Facebook. The person who regularly shares images, text or videos using the platform Instagram is called an Instagrammer.

*YouTube* has been a well-known platform for video-sharing since 2005. It offers citizens a set of tools, often useful ones, for content creation and dissemination. YouTubers are typically called content creators, in that they upload videos and popular content on a consistent schedule, and viral YouTubers may become influencers when they have a large number of followers and accept deals with sponsors.

*TikTok* is another type of platform, and was created in 2016 by the Chinese technology company ByteDance. This platform allows people to watch, to create and share short videos online. Even though this is a relatively new video platform, as compared to YouTube, it has become quite widespread, and it is currently available in more than 150 different markets. TikTokers are those people who use the social media service TikTok, especially someone who shares short videos they have made, often of themselves doing an activity and including music (Cambridge Online Dictionary-COD from now on).

### 1.2. Theoretical framework and research questions

Some previous studies have provided data on the impact of the use of English lexical items in the field of the social media.

Giménez Folqués (2022) examined the use of Anglicisms in two social networks: Facebook and Twitter, highlighting the power of the social networks to disseminate neologisms and Anglicisms among the population, especially among the youngsters.

Lozano Barrientos and Picón Deza (2020) did some research on the use of Anglicisms by Spanish speaking beauty vloggers on social media, analysing a sample of 40 English borrowings which have become very widespread among beauty influencers.

When it comes to the degree of specialization of the language used by these new actors that have emerged on social media, we can on occasion consider some of the terms and expressions they use as semi-specialized terminology. According to Crystal (1997), English for science(s) and technology involves a special vocabulary, which often means a large set of words of Latin or Greek origin, but the development of sciences and new discoveries impose the continuous renewal or enrichment of this scientific vocabulary. This may be the case for some of the English borrowings that will be analysed in this paper.

Some of the terms to be studied here may be considered to have a degree of specialization, as they have emerged within the field of social media and technology, but their use has extended worldwide to refer to new specific entities and concepts and they tend to be included in the Recipient Language (RL) as non-adapted loanwords (Mamusa 2015: 191). This is the case with terms such as *Instagrammer, YouTuber, TikToker*, since they designate new brand names, and they are used across the globe as they are.

Various studies point out the prominence and importance of the language used by influencers—Instagrammers and YouTubers. Castillo-Abdul et al (2021) claim that "the influencers reviewed use crutches, idioms, and set phrases to identify with their audience. The audiovisual narrative is simple, maintaining its amateur style." In terms of language use by influencers, Campos-Pardillos and Balteiro (2020: 7) aptly assert that:

> From the point of view of language use and language power, along with the characteristic lack of formal training, another important trait of influencer communication is the absence of any overseeing controlling filters: influencers either post their views directly, or through a PR service, which means that there is little control regarding form and content by standardized media. This differs greatly, for instance, from the language of fashion magazines where, as is the case with the print press in general, either there is a style sheet to provide language use guidelines or an editor to revise texts before publication. The underlying signification of such freedom of control is that terminological choices are not subject to any imposed standardization. As such, influencers may, to some extent, be considered the extreme example of the "democratization" of communication.

If we consider the use of the language by influencers as free, what can we expect from their followers who post their comments on informal channels such as an internet forum? Internet forums have become an important way of exchanging opinions, ideas, information, among others such as gossiping. This is the focus of this piece of research, to examine the Anglicisms used by followers of influencers in an internet forum.

The main objective of this study is to explore the use of English lexical items in a Spanish speaking forum that deals with gossiping related to influencers, YouTubers and Instagrammers. Some more specific research questions have been posed:

Are English lexical items used when forum participants talk about influencers, Instagrammers and Youtubers?

What kind of Anglicisms are employed in the examined forum?

What pragmatic functions are carried out by some of the examined English lexical items?

Do these English lexical items have a Spanish equivalent?

## 2. Methodology

The method consisted of a compilation of a corpus composed of 121,102 words excerpted from a number of posts published in the forum www.cotilleando.com (https://www.cotilleando.com/forums/youtubers-instagramers-influencers.46/). The reason to choose this forum was because it is probably the most active Spanish-speaking forum dealing with gossiping, and it has been functioning since 2004, which is quite a long time. It is sponsored by XenForo Limited. This forum is divided into different sections that deal with various topics: political issues; Spanish monarchy and other Royal families; famous characters, beauty, cosmetics and well-being; health, psychology and sexuality; fashion and decoration; cinema, TV series and novels; music; cooking; travelling; literature, among others. In this particular piece of research, the focus has been the section dealing with influencers, either YouTubers or Instagrammers. All these topics are addressed from a gossiping point of view. Participants share their views, ideas, opinions, and updates about the social media characters they follow.

After the extraction of the corpus, we used Antconc to analyse the corpus. Antconc is described on its website as "a freeware corpus analysis toolkit for concordancing and text analysis" ( https://www.laurenceanthony.net/software/antconc/). The examination of the corpus by using this tool provided us with a breakdown of words employed in the corpus. The next step consisted of creating a list of Anglicisms in a list by means of a manual extraction. After having created the list, the uses of each of the English lexical items in its context allowed to carry out the qualitative section of this study.

## 3. Findings

This section deals with a collection of Anglicisms that have been excerpted from the corpus of internet posts published in the examined forum.

### 3.1. Quantitative Analysis

From a quantitative point of view, the results presented in Table 1 reveal that these ten English lexical items are the most frequently used in the examined forum. The terms *influencer/s* with a frequency of 77 occurrences in its singular form and 64 uses in its plural form are in the first and second positions. There is also an abbreviated form *influ*, which is used on 12 occasions.

The second one is *YouTuber,* which is used 88 times in the examined sample. In the third position the term *vlog* is used on 47 occasions, followed by the word *stories*, which presents 42 uses. The next term is employed in an inconsistent way, with various spellings; the adapted form *instagramer* is used 28 times, followed by *instagrammer* (singular) and *instagrammers* (plural), six times each. The next word is *post*, which is used as a verb and as a noun and occurs 27 times. Another term is *tiktoker*, employed on 24 occasions. This lexical item is followed by *lady* used 17 times. Then, the term *looks* (plural) is used 17 times and *look* (singular) occurs 8 times. *Podcast* appears 11 times and *blogger* 8 times. See Table 1.

TABLE 1. Frequency of the most used Anglicisms in the examined forum

| Anglicisms | Frequency |
|---|---|
| Influencer + influencers + influ | 77 + 64+12 |
| YouTuber + Youtuberiles + youtubera | 88 + 6 + 3 |
| Vlogs | 47 |
| Stories | 42 |
| Instamami | 31 |
| Instagramer + instagrammer+instagrammers | 28+6+6 |
| Post | 27 |
| TikToker + tiktokera | 24 + 1 |
| Lady | 17 |
| Looks + look | 17+ 8 |
| Podcast | 11 |
| Blogger + Egoblogger + Bloguera | 8+2+3 |

### 3.2. Qualitative Analysis

A qualitative analysis of this sample will allow us to deepen in the uses of these English lexical items. Each Anglicism has been highlighted in bold for its identification, but they do not necessarily occur like this in the original corpus.

*Influencer* is defined by COD as "a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them."

(1)  Hola a todas. Priscila Hernández tenía un blog llamado Personalstyle. Pero un día la vi en Pekín express y aluciné cómo había cambiado! Alguien la conoce? Dejó a su marido y a sus niños en Elche y se fue a Madrid, a ser **influencer** (Posted on December 2023).

In the second example, we can observe the use of an adapted form by means of the prefix- anti- followed by the term *influencer*. This expression is used to refer to a regulation set by the Spanish government that introduces some regulations to the type of publicity carried out by influencers on social media.

(2)  Ni medicamentos, ni alcohol, ni culto al cuerpo: así será la primera ley española '**anti influencers**' (Posted on December 2023).

In example 3, we can see the use of the shortened version of influencer: *influ*. This form seems to reveal a certain degree of maturity of the use of this term in Spanish. The use of this shortened form makes us presume that it is understood by the forum participants.

(3)  Mellamancharls (tiktokera intento de **influ** que sólo entrena glúteo) (Posted on June 24, 2023).

*YouTuber* is defined by COD as "a person who often uses the website YouTube, especially someone who makes and appears in videos on the website." In the examined sample, there is inconsistency in terms of form, since YouTuber, Youtuber and youtuber coexist. See example 4.

(4)  Mediante un Real Decreto que aprobará el próximo año, elaborado por el Ministerio de Economía y Transformación Digital, el nuevo Ejecutivo controlará el contenido que publicitan aquellos influencers y **youtubers** que ganen más de 500.000 euros al año y tengan más de dos millones de seguidores. La norma, que entrará en vigor durante el primer trimestre de 2024, prohibirá la publicidad que promueva el culto al cuerpo, como los anuncios de tratamientos estéticos o productos adelgazantes (Posted on December 15, 2023).

In the following example, we can identify the adapted form of YouTuber which has transformed into *youtuberiles*. The word youtuber is followed by the

Spanish suffix *-iles*, which is used to turn the noun YouTuber into an adjective in masculine and plural (see example 5).

(5)   Buenas! Esta chica no es muy conocidilla pero como vi que la nombráis a veces en el hilo de Carlos Ríos y en cotilleos **youberiles** pues me he animado a hacer hilo! Qué pensáis de ella? Yo creo que está un poco obsesionada con esto del realfood, en el último vídeo habla de que para que se te pase el hambre está bien beber agua o masticar chicle (esto son cosas que suele hacer la gente con algún problema con la comida..) (Posted on May 11, 2020).

Another adapted form is *youtubera,* a noun in the feminine gender, derived from YouTuber, as in example 6.

(6)   Fede es muy guapooo jeje. Estoy enganchada a sus videos. Alguién más los ve? **youtubera** (Posted on December 4, 2023).

These two terms are evidence of the consolidation of the term YouTuber in Spanish, which is able to form derivational forms.

*Vlogs* is the contracted form of video and blog. This term is defined by COD as "a record of your thoughts, opinions, or experiences that you film and publish on the Internet." As explained in this definition, the difference between a vlog and a video is that a vlog uses videos that revolve around individual people's lives, as we can see in the following example.

(7)   No sé si muchos conocéis a Laura por aquí! Me llama la atención porque es maquilladora de bodas, parece bastante obsesa de la limpieza (para bien, ojo) y sube **vlogs** también. Me choca, eso sí, que tenga 27 años recién cumplidos. Yo le echaba 35 por lo menos... (Posted on September 5, 2021).

One derived form that was used twice in the sample is *vlogger*, which refers to the person who records vlogs (see example 8).

(8)   Mama **vlogger** (Gio) (Posted on June 30, 2023).

*Stories* in the specific field of social media refers to a function that enables users to share contemporary multimedia content, such as photos or videos, which are visible for a limited period of time before vanishing, often 24 hours (https://www.socialpilot.co/social-media-terms/social-media-story). Example 9 illustrates the use of this semi specialized term.

(9)    Dejó esos **stories** por 2 horas o 3 horas en los que yo incluso le mandé un
       MD preocupada. Resulta que es fake, cosa de la que me... (Posted on July 8,
       2018).

*Instagramer* is the adapted Spanish version for instagrammer. Fundéu BBVA
(2019) recommends using the equivalent *instagramero* following the analogy of
*youtubero, bloguero, tiktokero,* among others.

Other derived and adapted forms of the English lexical item instagrammer are
the newly coined terms *instamami* and *instapapi*. Both terms refer to those influencers
that earn money commercializing with the images of their children by means of
publicity. This neologism seems not to be used in British or American English, so it
may be regarded a false Anglicism. It combines the stem insta- from Instagram and
the ending *mami* (mummy) or *papi* (daddy). Example 10 shows the use of *instamami,*
but we did not find any example of the use of *instapapi* in the examined corpus.

(10)   Conocéis a esta **instamami**? Yo la sigo desde hace años. Es amigui de Isabel
       Sanz y tiene 2 peques y una firma minuandbaby (Posted on August 21,
       2023).

*TikToker* is defined by COD as "someone who uses the social media service TikTok,
especially someone who shares short videos they have made, often of themselves
doing an activity and including music." Fundéu BBVA (2020) distinguishes the use
of TikTok as the name of the application, as opposed to tiktok, which is the name of
a video. Additionally, this institution suggests using the form *tiktokero*.

The following example 11 shows the use of this Anglicism as it is used in
English, without any kind of adaptation.

(11)   No le he visto tema pero creo que tiene bastante chicha. Kuquina es una
       chica con sindrome de down cuyo sueño es ser influencer, resulta muy
       graciosa porque cuando se pone a hablar se contradice cada tres palabras
       y se compara constantemente con otros **tiktokers** de exito haciendo como
       si ella estuviese por encima, además de hacer charlas motivacionales muy
       caoticas sobre lo que es la fama (Posted on August 22, 2023).

The adapted form *tiktokera* is also used only once. It uses the stem tiktok
and the suffix *-era*, to refer to a female content creator using TikTok. Example 12
illustrates the use of this adapted Anglicism.

(12)   Mellamancharls (**tiktokera** intento de influ que sólo entrena glúteo) (Posted
       on June 23, 2023).

*Lady* is used to designate the names of many female influencers. That is what they call themselves by including lady before their real or invented names. See example 13.

(13) **Lady** Lorena. Hola! Estuve mirando y parece que no hay hilo de esta chica. Apenas sube vídeos ahora porque trabaja, pero antes de trabajar me daba la impresión de ser un intento de niña rica. Tiene obsesión por las marcas caras y encima sus padres y su novio le dan todos los caprichos que quiere (Posted on March 28, 2018).

*Look(s)* is mainly used in English as a verb and is defined by COD as "appear or seem". Collins Dictionary defines look as a noun as "If someone or something has a particular look, they have a particular appearance or expression." This is the meaning for most of the expressions found in the corpus.

(14) Tiene 20-21 años y sabemos que quiere competir, a pesar de que no tenga estructura para ninguna categoría, pero en cambio desconocemos cuál es la peluquería a la que va, en la que le dejan un **look** digno de una señora de 80 años, cardado incluido (Posted on March 2, 2023).

*Podcast* (11 cases) is defined by COD as a "radio programme that is stored in a digital form that you can download from the internet and play on a computer or on a MP3 player." In example 15, the forum participant uses the Anglicism podcast, which has not a direct equivalent in Spanish.

(15) Holaa!! Me animo a crear este espacio para hablar de una de las influencers catalanas que más seguidores tiene: Juliana Canet. Su contenido es variado e interesante aunque suele centrarse en tres temas: literatura catalana, moda y proyectos personales relacionado con su trabajo (actualmente trabaja en el programa de radio Que No Surti d'Aquí), es encargada de una colección de libros (Brunzits), además de colaborar con otros **podcasts**, presentaciones de libros...Su estilo es peculiar (Posted on December 12, 2023).

*Blogger* (8 cases) + *egoblogger* (2 cases). The Anglicism blogger is defined by COD as "someone who writes a blog (= a regular record of someone's ideas, opinions, or experiences that is put on the internet for other people to read)." Example 16 presents one of the uses of this term in the corpus.

(16) Es **blogger** desde hace mil y ahora sube bastantes stories en IGhttp://www. colgadodemiarmario.com/?m=1 (Posted on February 20, 2018).

The term *egoblogger* is defined as a person who has started a blog, usually related to fashion and without being famous, after a period of time, she becomes an icon in the field of fashion. The prefix ego- is justified because these posts are focused exclusively on the bloggers themselves, their styles and their pictures, amongst other things. (https://mamatijeras.com/egobloggers-o-no-egoblogger-que-es-esto/). See example 17.

(17) Me gusta de verdad y además me cae muy bien. Al menos se la ve con neuronas, no como a la mayoría de **egobloggers** (Posted on March 27, 2018).

Closely related to blogger, we have also found the use of *bloguera* (3 cases), which is an adapted form of blogger. Following the analogy of *youtubera*, this word uses the English stem *blog* followed by the ending *-uera*. See example 18.

(18) Fue **bloguera** en su momento, luego ha hecho algún que otro vídeo en Youtube y colaboraciones en revistas tipo Vogue, hablando de su tema estrella, la cosmética (Posted on September 7, 2021).

In this paper, we will also analyse the cases of some words that, despite the fact that they do not present high occurrences in the corpus, are uncommon or present a semi- specialized type of language.

*DIY* from Do-it-yourself (9 cases) and also its variant form *diy* (1 case) is defined by COD as "the activity of decorating or repairing your home, or making things for your home yourself, rather than paying someone else to do it for you." See example 19.

(19) Al principio todo muy guay con el aesthetic ese hippielongui, los **DIY** que molaban mil, sus historias y tal. Todo muy bonito, me encantaba la estética. Pero desde poco antes de sacar el libro de Samahin ya le empecé a ver esas creencias brujeriles que yo me estaba flipping en colores (Posted on August 27, 2019).

*Clickbait* (7 cases) is defined as "articles, photographs, etc. on the internet that are intended to attract attention and encourage people to click on links to particular websites." This non-adapted or pure Anglicism is informal, but it has a degree of specialization, since it is used in the contexts of the internet and telecoms, as may be observed in example 20.

(20) Por no hablar de su obsesión con outlander, que roza lo enfermizo. De hace un tiempo a esta parte, sus vídeos de Youtube han dejado de entretenerme y sólo veo **clickbait** y publicidad (Posted on September 23, 2021).

*Booktuber* (5 cases) refers to both creators and consumers who talk about books on YouTube. The origin of this term may be traced back to sometime before 2010 (https://www.himalayanwritingretreat.com/booktube-a-corner-of-youtube-just-for-bookworms). This term and this concept are not so popular as YouTuber, but for those people who enjoy reading, there is also a community and the chosen name *booktubers*. See example 21.

(21) A veces es un poco soberbio y se cree superior a otros por algunos aspectos que son estúpidos, como tener muchos seguidores (es uno de los mayores **booktubers** de lengua hispana del mundo) (Posted on December 10, 2020).

*Hate* (5 cases) is defined by COD as "to dislike something or someone very much." As opposed to the verb like, *hate* is also quite frequent in the discourse of the social media users, as shown in example 22.

(22) La chavala ha recibido mogollón de **hate** porque no se sabe si es real o se cachondea. Dice que está a dieta y adelgazando. Dentro vídeo! Ojo cuidao.... (Posted on May 19, 2023).

Closely related is the term *hater* (5 cases), which has also found its way into these areas. The word hater is used especially on the Internet and refers to a person who says or writes unpleasant things about someone or criticizes their achievements (COD), as example 23 shows.

(23) Me da lástima porque se ve que no está bien mentalmente y que lo que está haciendo en Internet tiene repercusión, por no hablar del tema de wild **hater**... (Posted on December 2, 2022).

*Lover* (2 cases) is the term that expresses the opposite feeling towards influencers. In other words, when you really like and follow some influencer.

(24) De la cual Yoli sacó partido y se inicio en youtube pero ahora la pobre se esta metiendo en un camino del que no sabe como salir porque tiene mas haters que **lovers** (asi se llaman sus "fans"" imaginaos el plantel) (Posted on October 15, 2017).

*Followers* (4 cases) is a term which is defined by COD as "someone who chooses to see messages and pictures posted by another person." This word is also used in other contexts, but in the area of social media has gained popularity and a degree of specialization, as in example 25.

(25) Me ha llamado la atención de que hay gente que sigo o veo a la que han verificado y no son nadie. Son gente con un puñado de **followers** comprados que no son conocidos. Y les verifican. ¿Por qué? ¿Alguien lo entiende? (Posted on July 8, 2023).

*Hauls* (4 cases) is a video recording of a person who shares on the internet to show and analyze the products that he/she has recently purchased. This tendency started in 2007, but it has gained popularity since 2016. This is another case of a semi-specialized term (https://influencity.com/blog/es/como-hacer-haul-de-ropa#:~:text=%C2%BFQu%C3%A9%20es%20un%20haul%3F,mucho%20m%C3%A1s%20popular%20en%202016). See example 26.

(26) Se le ve una persona muy cercana pero siento que no se renueva en contenido por mas q pasen los años y eso le ha bajado mucho las visitas, su canal sólo se basa en **hauls** y vlogs y todos parecen el mismo (Posted on September 15, 2023).

*Outfits* (4 cases) is a term that refers to the clothes worn by the influencers in this context of analysis. This English lexical item has become quite popular in the domain of fashion and as expected, many of the influencers have become famous for their designs, styles and essentially, their outfits, as in example 27.

(27) Ahora está de vacaciones con los amigos y sube fotos, las/los followers se meten con sus **outfits** (Posted on August 12, 2021).

*Teen* (4 cases) is the abbreviated form of the Anglicism *teenager* or adolescent person. See example 28.

(28) […] por curiosidad, al principio me gustaba, de hecho me gusta cuando saca vestidos y maquillaje, pero si que es verdad que conforme he ido viendo sus vídeos me he dado cuenta que está dirigido a un público más joven que yo, que tampoco es que sea un vejestorio, pero no soy una **teen** tampoco jajajaja (Posted on March 17, 2020).

*Make-up* (3 cases) is defined by COD as "coloured substances used on your face to improve or change your appearance." In example 29, makeup is used as an adjective modifying artist, rather than as a noun. It specifies the field in which the influencer of this post is supposedly good at.

(29) Siempre me he preguntado por qué ese odio generalizado a esta chica... lo único que he visto más chirriante de ella es que va de **makeup** artist y es más cutre que la escopeta de Homer Simpson (Posted on October 3, 2018).

*Decluttering* (2 cases) is defined by COD as "the activity of removing things you do not need from a place, in order to make it more pleasant and more useful." In the examined cases, it refers to the blogs or contents created by YouTubers. In example 30, we can see this semi-specialized term.

(30) Creo que no hay hilo de ella! Así que lo abro yo! Es una YouTuber sevillana que vive en zaragoza! Cada dos por tres hace **decluttering**, se curra el contenido, hace muchos vídeos en plan x looks con x paleta (Posted on May 19, 2020).

*Gossipeando* (2 cases) is the adapted form of the English verb to gossip, followed by the ending *-eando*, which is the Spanish way to conjugate this verb in the present continuous tense. It has become common to use English stems followed by Spanish endings to conjugate verbs in Spanish in the fields of the Internet and videogames. Other examples, not present in this study, are *googlear, linkear, postear, boostear, craftear,* among others. These verbal forms may occur in verbal tense, infinitive, past simple, present perfect or present continuous as in example 31.

(31) **Gossipeando**: material internacional (Posted on October 17, 2017).

*Meme* (2 cases) has two different meanings. According to COD the first one is "a cultural feature or a type of behavior that is passed from one generation to another, without the influence of genes." The second is "an idea, image, video, etc. that is spread very quickly on the internet." Obviously, we are referring to the second meaning of the term here. This is a word included by DLE, as it is a neologism whose orthographic form is totally adapted to the Spanish one. The plural form is *memes.*

(32) Hola!!! Creo este hilo porque los que hay de ellas están un poco abandonados. Lo de fagotismo es por la cultura fagota esta entre lgbts que tienden a hacer **memes** o contenido entorno a estas personas (Posted on September 4, 2021).

### 3.3. Categorization of Anglicisms

This section breaks down the different kinds of English lexical items that have been collected from the corpus examined. This categorization follows Pulcini et al.'s (2012) classification of Anglicisms. The non-adapted English words are those that are used in a foreign language, Spanish in this case, using the same form that is used in English. The adapted Anglicisms are those that have undergone some kind of adaptation, be it orthographic or phonological. Pseudo or false Anglicisms are those that, despite having an English looking appearance, do not really exist in English. These are neologisms created in languages other than English. Table 2 compiles the categorization of the examined Anglicisms.

TABLE 2. Categorization of Anglicisms in the examined forum

| Kind of Anglicism | Sample |
|---|---|
| Non-adapted | Influencer(s), YouTuber, vlog, stories, instagrammer(s), post, TikToker, lady, look(s), podcast, (ego)blogger, DIY, clickbait, booktubers, hate, lover, followers, hauls, outfits, teen, make-up. decluttering, meme |
| Adapted | Influ, youtuberiles, youtubera, instagramer, tiktokera, bloguera, gossipeando |
| Pseudoanglicism | Instamami |

Table 2 shows that the most frequently used English lexical items are those that are used in Spanish, as they come from English with a total of 22 Anglicisms. It means that they are not adapted. In the second position, with seven anglicized terms, and we can observe that some Anglicisms that have undergone some kind of adaptation to the Spanish language, either by shortening the original word, as in *influ* from influencer, or by adding affixes to the stem of the English word that turn these words into hispanized vocabulary. This is the case with *youtuberiles, youtubera, tiktokera, bloguera*, and *gossipeando*. In the specific case of *instagramer*, one of the *-m* have dropped due to the influence of Spanish, since it is not common to connect double consonants in this language. Eventually, there is only one case of pseudo or false Anglicism, *instamami*.

### 3.4. Orthographic Consistency of the English Lexical Items

The use of several kinds of spelling is quite common when it comes to the use of Anglicisms in Spanish. Despite the recommendations of *Diccionario Panhispánico de Dudas* (henceforth DPD) to use italics or quotation marks to distinguish foreign words in Spanish, most people are not familiar with these rules, or they ignore them. We might suppose that many speakers do not have such a metalinguistic awareness and they just use the language without being really conscious about the foreign nature of many of the terms they employ. This might translate into a non-marked use of these terms in a semi-formal situation like a discussion forum.

All this means that any kind of spelling may be found as a reader comes across the posts of a forum. For instance, the word YouTuber may be spelled as *youtuber,* which is the most common one; as *Youtuber* and *YouTuber,* which is the correct form. These terms are, in most cases, unmarked, since they do not use italics, bold or quotes. Fundéu BBVA recommends using bold for YouTuber or no marks for the Spanish adapted version *youtubero.*

### 3.5. Pragmatic functions of Anglicisms

The study by Rodríguez González (1996) has been followed to categorize the functions of the examined Anglicisms. Thus, the following three types of functions have been considered: referential, expressive and textual.

The *referential function* is used to designate new concepts that have emerged in a foreign country such as England or the USA, and there are no equivalent terms for this concept in the Recipient Language (RL from now on). The fields related to technology, computers and social media are a source of many neologisms that emerge in the US or the UK and are then exported to the rest of foreign languages. This is the case with some of the English lexical items present in this study. It is important to distinguish the names of English or American platforms such as YouTube or Instagram from other extended terms such as *influencer* or *podcast,* which are not particular brands or platforms, but have emerged originally in English-speaking countries.

The *expressive function* is undergone by those English lexical items that have equivalents in Spanish, but the user still chooses the Anglicism for several reasons such as producing euphemistic and dysphemistic effects such as irony and a comic use of the language. Anglicized words are also used with other axiological values when it comes to taboo Spanish terms, and these uses have been examined by some studies which have revealed the use of Anglicisms with euphemistic and dysphemistic purposes. Some examples are the study by González Cruz and Rodríguez Medina (2011) that analysed these uses by teenagers to create humour and irony. In other

domains such as sex and eroticism, the use of Anglicisms has proved to be helpful to avoid taboo words (Crespo Fernández and Luján-García, 2013; 2017; 2018). Other English lexical items aim at expressing values such as prestige and snobbery. These authors (Crespo Fernández and Luján-García, 2018: 91) claim that:

> Some X-phemistic anglicisms seem to satisfy the speaker's taste for snobbery or prestige and reflect an orientation towards modernity. Indeed, the anglicized word or expression is used, despite the existence of a Spanish equivalent to refer to the same denotatum, when the speaker tries to sound more fashionable or high-minded and, in so doing, attract the interlocutor's attention.

Snobbery and prestige seem to be the reasons to use terms such as *clickbait*, which has the Spanish equivalent *ciberanzuelo,* but some forum participants choose the English version. The same function goes for the verb *gossipeando* which is chosen against the equivalent *cotilleando* or *chismorreando. Outfit* is another good example of expressive function, since its Spanish equivalent terms *traje* or *ropa* have the same meaning.

The *textual function* is developed by terms that fulfil the role of economy of language. In the case of these terms, the RL equivalent is longer than the English word, so the user chooses the shorter word. This is the case for *influ* instead of *influencer* and the case of *teen* instead of *teenager*, whose use additionally fulfils an expressive function, since there is a Spanish direct equivalent, *adolescente*.

It goes without saying that some of the English lexical items examined in this study such as *influencer, YouTube, YouTubers, Tik Tok, tiktokers, Instagram, instagrammers, blog, blogger* and *vlog* can be considered internationalisms, as they occur in several different languages with the same orthographic forms and meanings. In Petralli's (1992) words "the term "internationalism" denotes several different lexemes existing in different languages which, in form and meaning, can be referred to a common "(inter)lexeme" or lexical source."

## 4. Conclusions

In view of the results presented above, the following conclusions may be drawn. Regarding the first research question that has led this analysis: Are English lexical items used when forum participants talk about influencers, instagrammers and youtubers? we can confidently assert that in the examined forum dealing with gossip related to influencers, several Anglicisms are used.

The second research question was: What kind of Anglicisms are employed in the examined forum? The answer here is that the non-adapted English lexical items are the most common ones.

The following question was: Do these English lexical items fulfil some pragmatic functions? Once more, the answer is affirmative. The sample analysed demonstrates that the three pragmatic functions are developed by the Anglicisms: referential, expressive, and textual.

The expressive function seems to be the most extended in this analysis associating the use of anglicized words with values such as snobbery.

Turning to the last question: Do these English lexical items have a Spanish equivalent? the answer is that some of these terms have Spanish equivalents or adaptations, some of which have been suggested by institutions such as Fundèu BBVA, but other Anglicisms do not really have a direct equivalent.

It goes without saying that the influence of English in the Spanish language used in the domain of the social media is unlimited, and these uses of internationalisms and Anglicisms are strongly promoted by influencers -YouTubers, instagrammers, tiktokers- who have a great power to disseminate and establish English lexical items as part of the semi-specialized language and discourse employed in the social media.

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