

Analysis of the presence of Anglicisms in a Spanish internet forum: some terms from the fields of fashion, beauty and leisure

Carmen Luján García
Universidad de Las Palmas de Gran Canaria
carmen.lujan@ulpgc.es

ABSTRACT

The pervasive presence of English in Spain is unquestionable; indeed, a vast volume of literature has provided evidence of this fact. In this article, the remarkable presence of Anglicisms in a particular type of social media will be examined, namely the Spanish Internet forum *enfemenino*. The analysis covers three specific domains: beauty, fashion and leisure. The study focuses on a sample of English borrowings used in news articles published in this forum over the last 2 years (from January 2015 to March 2017). The findings reveal an increasing use of pure Anglicisms in the forum, whereas adapted Anglicisms, along with pseudo-Anglicisms, are not so common. These Anglicisms seem to be used for different reasons: the values of modernity and prestige associated with English, the lack of Spanish equivalents in some cases, the emergence of new concepts and innovations and, last but not least, the increasing influence that the Anglo-American culture is exerting on Spain. This raises the question of the extent to which these factors affect our sense of identity in Spain.

Keywords: Anglicisms, Fashion, Beauty, Leisure, Internet, Forum, Spanish

1. Introduction

The fact that English has spread as the main global language has led to question the traditional role of English merely as a foreign language (Graddol, 2006). As a consequence of this fact, we can witness the remarkable presence of Anglicisms in a



variety of languages. This expansion of English has led to the emergence and development of multiple varieties around the world, where they may be used as first, second or foreign languages. As a logical result, rather than speaking of a single English language, we can use the term “Englishes”, which was coined to refer to this set of varieties more than two decades ago by Kachru (1992: 357).

Scholars such as Görlach (2002), Anderman and Rogers (2005), Fischer and Pułaczewska (2008), De Houwer and Wilton (2011); Furiassi, Pulcini and Rodríguez-González (2012); Furiassi and Gottlieb (2015); Andersen, Furiassi and Mišić Ilić (2017) have provided insights into the contact of English with different European languages over recent decades, a period in which the influence (not to call it “invasion”) of the English language has pervaded almost every single area of daily life.

This piece of research focuses on the lexical influence of English on a Spanish Internet forum. Some previous publications have dealt with the presence of English in various fields of Spaniards’ daily life. For instance, Rodríguez González (2012), Campos (2015) and Rodríguez Medina (2016a) examined the use of Anglicisms in areas such as sports; López-Zurita (2005) showed the importance of Anglicisms in economics. Advertising and TV commercials were also investigated by Rodríguez Díaz (2011) and García-Morales, González-Cruz, Luján-García and Rodríguez-Medina (2016); the fields of eroticism and sexuality were studied by Rodríguez-González, 2011, who includes many Anglicisms in his dictionary, and Crespo-Fernández and Luján-García (2013; 2017); other studies dealt with the employment of Anglicisms in toy leaflets aimed at young children in Spain (Luján-García, 2011) or teenagers in Las Palmas de Gran Canaria (González Cruz, Rodríguez-Medina and Déniz, 2009).

The use of Anglicisms in the realms of fashion, beauty and leisure will be examined in this article. As previous studies have revealed, these fields are very likely to involve the use of Anglicisms, since the employment of foreign words provides a sense of exoticism, innovation and even creativity; in addition, all of these values are generally associated with the examined domains, namely fashion, beauty and leisure: for instance, Balteiro and Campos (2012) researched the employment of false Anglicisms in the fields of fashion and beauty, proving that in these sectors the influence of English is apparent (Balteiro and Campos, 2012: 239). After having examined 36 pseudo-Anglicisms, these authors concluded that:

the prestige and attraction of English leads speakers to follow what they consider an acceptable trend not only in terms of what they have received from English, but also through parallel coinages; the only justification for which probably is their “Englishness” – that is, the iconic power of English as a trendsetter (Balteiro and Campos, 2012: 249).

Other pieces of research that have dealt with fashion-related topics may also be referred to: Rodríguez-Medina (2016b) also studied the use of Anglicisms in TV commercials of cosmetics, hygiene and personal care products. This author analysed 531 TV commercials across four Spanish TV channels (Tele5, Antena3, LaSexta and Disney Channel) and she found that:

[t]he results confirm a considerable presence of pure Anglicisms, English-Spanish code switching, pseudo-Anglicisms and Anglo-American imagery and music in the advertising of products related to cosmetics, hygiene and personal care on Spanish television (Rodríguez-Medina, 2016b: 157).

González-Cruz (2015) explored the use of Anglicisms in several leisure fields: technology, entertainment, and food and drinks in the TV commercials of three Spanish TV channels: she found that the English language and the Anglo-American culture have a great impact on the Spanish language and culture with regard to leisure-related topics. Díez-Arroyo (2016) focused her research on ten special issues of fashion magazines, including *Elle*, *Hola*, *Telva* and *Vogue* among others, published between March and September 2013 and she asserted that:

Spanish fashion magazines regard stylistic choices as a persuasive strategy to reach and appeal to their wide readership. Journalists have found in Anglicisms the perfect elements to perform this rhetorical function (Díez-Arroyo, 2016: 38).

The means of communication that will be examined in this article is the Internet forum www.enfemenino.com. It is beyond doubt that Europeans use the Internet on a daily basis, and their exposure to this means of communication is not only work-related, but it is also used as a source of entertainment. Discussion forums are a perfect way to interact with other people, as well as to share or exchange information and publish news, among other activities. Despite the numerous studies that have been referred to above, so far not many pieces of research have focused on the analysis of Anglicisms in the particular context of Internet forums: for instance, Garley and Hockenmaier (2012) reported on the use of Anglicisms in a German hip hop forum; Zhang (2015) examined multilingual creativity in a Chinese microblog, *Shanghai Release*, involving English among other languages; Crespo-Fernández (2015) examined the use of taboo and euphemistic words in some Internet forums; Tagliamonte (2016) has recently studied the linguistic uses of the Internet by North American youth focusing on different linguistic aspects, such as acronyms and intensifiers. All these studies have contributed to shedding some light on this fascinating field of research, which is constantly developing as social media technologies expand in the contemporary world. New trends and ways to interact online emerge daily, and in Tagliamonte's and Denis's (2008: 27) words, "[a]ll these provide yet-to-be-discovered venues in which the foremost commodity is language".

This study intends to bridge a gap in the literature by analysing Anglicisms in a Spanish Internet forum, especially focusing on their use in the domains of fashion, beauty and leisure. The initial hypotheses are the following:

- the specialized language of fashion, beauty and leisure tends to include Anglicisms as a resource to attract the audience and provide a sense of modernity and coolness to forum users;

- pure Anglicisms, namely English borrowings that have not undergone any kind of adaptation to the recipient language – Spanish, in this case, are the most frequently employed in the examined fields;
- fashion is probably the area with the largest use of all the Anglicisms examined.

The main objectives of this analysis intend to provide a reply for the following research questions:

- What type of Anglicism (pure, adapted, false or hybrid) is the most frequently employed in the examined Spanish Internet forum?
- In which subject area (fashion, beauty or leisure) is the use of Anglicisms most prolific?

2. Methodology

The methodology employed in this analysis is based on a careful reading of each news article published in an online forum. After that, a manual compilation of those posts which contained any kind of Anglicism was carried out. Therefore, the collection of the sample was quite laborious, but this process was considered to be the most appropriate and accurate. Once the sample was compiled, Anglicisms were selected and examined using the following method: firstly, the different types of Anglicisms encountered were classified according to the categorisation that will be presented in the following lines of this section, and, secondly, the domain in which the Anglicisms were used was identified with reference to the context of the post as a whole. The three domains that were distinguished were fashion, beauty and leisure.

Some Anglicisms were used more than once in the same news article, therefore, not only the variety but also the frequency of use of the chosen Anglicisms is examined and displayed in the tables present in the appendix (see Tables 4, 5, 6 and 7). Quantitative and qualitative analyses are presented in section 3.

The forum chosen for this analysis was *enfemenino*, available at www.foroenfemenino.com, whose main audience and participants are made up of women, as its name suggests. However, contributions are not restricted to the female gender – men can also take an active part in it. This forum belongs to the international group *aufemininS.A.* a media company majority-owned by German media group Axel Springer. According to data offered by this website in March 2017, this group had more than 14 million readers and had 420 million pageviews in the U.S. alone in January 2017.

The contributions to this forum are in Spanish, and its team publishes articles about fashion, beauty, leisure, society, cooking, weddings, home, travelling, cinema and TV, and games. In this study, the focus is on some of these sections, namely fashion, beauty and leisure; In addition, rather than analysing the contributors' posts, this piece of research focuses on the regular publications by the journalists or contributors from the Spanish-speaking team of this website. The period of compilation of the corpus ranged

from 1st January 2015 to 31st March 2017, which encompasses a period of two years and three months.

As above mentioned, this piece of research focuses on the analysis of Anglicisms in some particular domains, so for the purpose of this research, an Anglicism is defined as any term that is directly borrowed from English. Different categorisations of Anglicisms have been suggested (Alfaro, 1970; Lope Blanch, 1977; Pratt, 1980; Lorenzo, 1987), but the most recent one is by Furiassi, Pulcini and Rodríguez-González (2012). Their widely accepted typology distinguishes adapted, non-adapted/pure Anglicisms, false/pseudo-Anglicisms, hybrid Anglicisms and calques. However, in the context of this study, this categorisation must be adapted to suit the corpus compiled. Consequently, in this study the following types of Anglicisms are considered:

Non-adapted or pure Anglicisms: direct Anglicisms including “a word or a multi-word unit borrowed from the English language with or without minor formal or semantic integration, so that it remains recognizably English in the recipient language (RL)” (Pulcini et al., 2012: 6).

Adapted Anglicisms: words or multi-word units borrowed from English with orthographic, phonological and/or morphological integration into the structures of the RL. Both terms, the source language (SL) term and the recipient language (RL) term, are close in meaning (Pulcini et al., 2012: 7). Therefore, adaptations tend to affect the morphology rather than the meaning of the words.

False or pseudo-Anglicisms: the definition of false or pseudo-Anglicism considered for this analysis is the following:

a word or idiom that is recognizably English in its form (spelling, pronunciation, morphology, or at least one of the three), but is accepted as an item in the vocabulary of the receptor language even though it does not exist or is used with a conspicuously different meaning in English (Furiassi, 2010: 34).

Hybrid Anglicisms: a mixture or combination of two words from different languages, one being necessarily English.

In the following lines, the compiled list of Anglicisms is broken down according to the three different subject areas investigated: fashion, beauty and leisure. It is worthwhile to clarify that, in some cases, it is difficult to set clear-cut boundaries between beauty and fashion. The following criteria are applied in order to distinguish these three different semantic fields:

- 1) *fashion Anglicisms* include Anglicisms related to clothes, trends, kinds of garments and shoes, accessories and home decoration;
- 2) *beauty Anglicisms* encompass Anglicisms related to beauty treatments, hairstyle, make-up and nail decoration;
- 3) *leisure Anglicisms* include Anglicisms related to free-time activities and hobbies.

3. Findings

This analysis initially focuses on the breakdown of the different types of Anglicisms listed in the previous section. Firstly, a quantitative analysis will provide general figures and, after that, a qualitative analysis will examine the findings in detail. In the appendix, Tables 4, 5, 6 and 7 display all the Anglicisms under scrutiny in this analysis.

Table 1 below summarises the frequency and percentage of the different types of Anglicisms detected in *enfemenino* during the examined period.

TYPES OF ANGLICISMS	FREQUENCY	%
Non-adapted or pure	66	83.5
Adapted	3	3.8
Pseudo- or false	8	10.1
Hybrid	2	2.6
Total	79	100

Table 1: Types and frequency of Anglicisms in *enfemenino*

When it comes to the frequency of the Anglicisms compiled in the sample, it was found that most of them are only used once, twice or three times. However, there are a few that are used with a higher frequency. This is the case for the following Anglicisms, listed in Table 2.

ANGLICISMS	FREQUENCY	%
<i>look</i>	47	58
<i>afterwork</i>	11	13.6
<i>celebrities/celebs</i>	11	13.6
<i>dot eyeliner</i>	7	8.6
<i>phubbing</i>	5	6.2
Total	81	100

Table 2: The five most frequent Anglicisms in *enfemenino*

The reason why *look* is by far the most frequently used Anglicism could be due to the fact that there is a special weekly section in the analysed forum which deals with the worst look of the week. In second position, there are *afterwork* and *celebrities/celebs*, both of them representing 13.6% of the total number of the five most frequent Anglicisms. *Dot eyeliner* is in fourth position, with 8.6%, and in the fifth and last position ranks *phubbing*, with 6.2%.

Table 3 breaks down the different Anglicisms used within the three examined domains. This table also provides the frequency of use of Anglicisms within these three domains.

DOMAIN	VARIETY	%	FREQ.	%
fashion	34	43.6	100	49
beauty	23	29.5	49	24
leisure	21	26.9	55	27
Total	78	100	204	100

Table 3: Different Anglicisms and frequency of Anglicisms by domain in *enfemenino*

Figure 1 below shows the different Anglicisms in the domains of fashion, beauty and leisure.

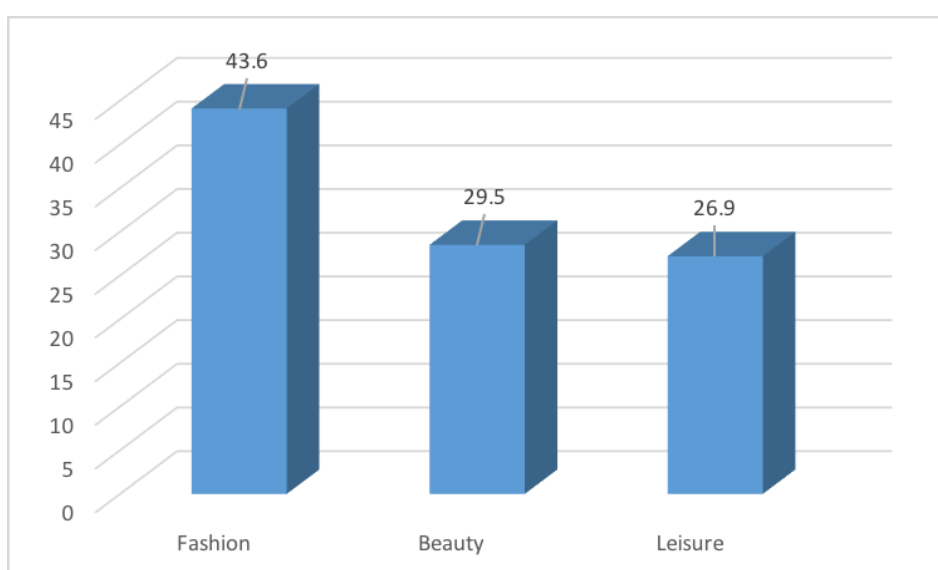


Figure 1: Different types of Anglicisms in fashion, beauty and leisure

As shown in Table 3 and Figure 1, the domain of fashion is the one with the largest variety of Anglicisms with 43.6% of the total, beauty being in second position with 29.5% and leisure in the third and last position with 26.9%. Figure 2 shows the frequency of use of Anglicisms in the examined domains.

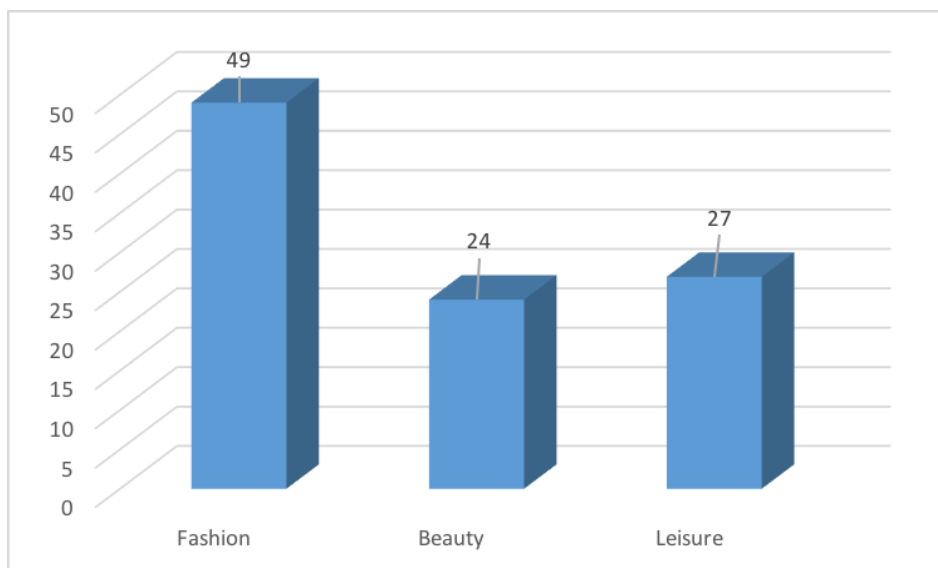


Figure 2: Frequency of Anglicisms in fashion, beauty and leisure

As Table 3 and Figure 2 display, when it comes to the frequency of Anglicisms by domain, fashion is again in first position, with a total of 100 occurrences, i.e. 49%, followed by leisure items, with 55 occurrences, i.e. 27%, and eventually beauty-related terms, with 49 occurrences, i.e. 24%.

It should be mentioned that Anglicisms are used in a variety of ways in the Spanish forum examined. In some cases, Anglicisms are placed between inverted commas; at times italics is used; in other cases, no particular punctuation or font is used. For example, the term *baking* occurs in italics, as shown in the following example.

(1) Por ello, cuando oímos que había un nuevo método de maquillaje llamado *baking*, nos temimos lo peor y nos imaginamos a mujeres "horneando" su cara para verse más guapas (21/07/2015).

On the contrary, the term *candy* is placed between inverted commas in order to highlight that it is a foreign term, as shown in the following example.

(2) El **estilo nórdico** es el que más se presta a adoptar estos tonos y es que la combinación de los básicos blanco y negro con los "candy" da como resultado unos ambientes perfectos y muy acogedores (05/11/2015).

As anticipated, there may be Anglicisms that are not marked at all. These are the cases of *outfit* and *look* in the following example:

(3) Entre ellas encontrarás a Paris Hilton con un look de exploradora, a **Elle Fanning** con su outfit para el gimnasio o a **Zoe Kravitz** con una elección que no le favorece. ¡Echa un vistazo! (17/03/2017).

This lack of consistency in terms of devices used to highlight the foreign nature of these foreign lexical units reveals that many of the examined Anglicisms are not totally assimilated¹ in Spanish.

In the following lines, a qualitative analysis will be carried out to examine in depth some of the Anglicisms found in the sample. Despite the fact that in the appendix an example of the use of these Anglicisms in context is provided, some more examples will be presented in the subsequent sections. The Anglicisms included in these examples are marked in bold type with the aim of highlighting their use, but they do not necessarily occur in bold in the original post, as commented in the previous lines.

3.1. Pure Anglicisms (66 cases)

The following list of pure or non-adapted Anglicisms compiles a total of 66 examples, some of which present different spellings.

After party, baking, beauty, beauty youtubers, candy, celebrity/celebrities/celebs, checkout, chokers, clown contouring, cookies, cottage, contouring, dot eyeliner, dress code, eyeliner, foodie, front row, gif, girls' night out, gloss, glowing hair, greenery, grills, holographic lips, influencer, in-flight, jeans, layering, look, makeup, mix, nail art, nude, outfit/outfits, over size, performance, phubbing, piercing, pink lady, pink lips, pop-up stores, rainbow food, rainbow hair, rainbow freckless, reality, room service, sane food, selfie, sexy, shopping, shorts, skyline, slim, slip dress, soft, spa, streetstyle, sweet, teenager, tip, top, trendy, tweed, welcome pack, wire nail, and working girl.

The case of *after party* can be regarded as a spaced compound, since it is written with a space between the preposition *after* and the noun *party*. The Anglicism *beauty* is also noticeable, since there is a direct equivalent in Spanish for this term, namely *belleza*, but in four cases the English word is chosen, as shown in the following post.

(4) Y si hoy no sabes cómo maquillarte, pregúntale a nuestro test y él te resolverá todas tus dudas **beautyen** un solo click (03/01/2017).

Candy is another lexical unit that deserves some attention, as it refers to a decorating style involving a mixture of different colours, frequently related to hair or even walls, as in the following example.

(5) El estilo nórdico es el que más se presta a adoptar estos tonos y es que la combinación de los básicos blanco y negro con los “**candy**” da como resultado unos ambientes perfectos y muy acogedores. (05/11/2015).

Celebs is another remarkable case as it is the widely accepted abbreviation of the English term *celebrities*: although it is a variant of the same word, it has been counted as an Anglicism per se. The term *celebrity* and its plural form *celebrities*, along with the abbreviated form *celebs*, is one of the most frequently used, and it refers to famous people

who are able to influence and even change fashion and beauty trends. Obviously, in Spanish there is the equivalent *famosos*, but in the area of fashion, the English term is sometimes preferred, since it provides a sense of modernity and coolness that the Spanish term does not have.

(6) Las Semanas de la Moda marcan las tendencias de la nueva temporada y dejan a su paso un montón de looks de **celebrities** que pasarán a la historia (24/02/2017).

Contouring is a style of makeup, first used by Kim Kardashian, which slims down the face by using different tones on the skin. The following examples, 7 and 8, provide evidence of the context in which the Anglicism is used.

(7) A new style, called **clown contouring**, has emerged. Después de la fiebre del contorneado que inició Kim Kardashian hace un par de años, y del nuevo método del **clown contouring** (21/07/2015).

(8) Ahora esta tendencia ha dado un paso más, el llamado **clown contouring**, nada más y nada menos que incluir colores llamativos a tu maquillaje, y divertirse maquillándose como si fueras un payaso, de ahí su nombre. El proceso de maquillar puede resultar muy tedioso, así que ¿por qué no divertirse mientras le das forma a tu cara? Aunque a primera vista pueda parecer una locura, el resultado de este **clown contouring** es asombroso, ya que tras difuminar los dibujos, el maquillaje tiene multitud de matices (16/07/2016).

Dot eyeliner is a new trend in makeup, which consists of drawing a small dot in the line of the eyelashes. Example 9 shows a post in which this term is used.

(9) Emma Roberts nos tiene acostumbradas a ser una fiel seguidora de las últimas tendencias tanto en el mundo beauty como en el mundo de la moda así que, no nos ha sorprendido en absoluto que haya comenzado a usar el **dot eyeliner** (31/01/2017).

Foodie is an informal epithet used to talk about a person who is fond of food. It has become popular in Spanish, probably after the growing interest in TV shows dealing with food, such as *Masterchef*, just to mention one example.

(10) Este artículo es para ti, querida amiga **foodie** (27/01/2017).

Look is one of those Anglicisms which have been accepted and included in the *Diccionario de la Lengua Española (DLE)* and *Diccionario Panhispánico de Dudas (DPD)*. It is quite widespread, as has been used in Spanish for a long time. According to Rodríguez González (2017: 612), this term started being assimilated in Spanish towards the middle of the last century: despite the existence of the equivalents *imagen* and *apariencia*, this Anglicism is quite frequent in Spanish. That is the reason why this lexical unit shows the highest frequency of use.

The following examples 11 and 12 provide evidence of the use of *look* in some posts.

(11) Tenemos que hablar seriamente del **look** de Lena Dunham en la fiesta de despedida de la serie *Girls* (10/02/2017). [...] Esta vez y a pesar de la gran pérdida de peso por la que está pasando, no le hemos encontrado la gracia a su **look** (10/02/2017).

(12) Kendall Jenner se viste como Caperucita blanca para salir de fiesta por Londres y añade un diente de oro para completar un **look** horrible (24/03/2017).

Phubbing is a neologism in English, a blend of *phone* and *snubbing*, meaning ‘the practice of ignoring one’s companion or companions in order to pay attention to one’s phone or other mobile device’ (*OLD*). This term was first attested in 2012 coined by an Australian advertising agency as part of a marketing campaign with the Macquarie Dictionary; the next example (13), shows how this lexical unit has been very rapidly introduced into Spanish. In our list of examples, *phubbing* is attested in 2016, so in a period of four years, the term is being used in Spanish.

(13) **Phubbing**, la tendencia que practicas sin darte cuenta y que pone en peligro tus relaciones. Podríamos decir que en la última semana has sufrido al menos dos o tres casos de **phubbing** sin saber que estaban teniendo lugar (22/08/2016).

Outfit is an Anglicism that may replace the Spanish terms *ropa* or *vestimenta*. The English term is endowed with fashionable nuances, as shown in examples 14 and 15:

(14) Natalia Vodianova ha cometido un crimen estilístico esta semana. Descubre quién es el culpable de que la modelo vistiera de esta guisa y por qué nos ha defraudado tanto su **outfit** (27/01/2017).

(15) Entre ellas encontrarás a Paris Hilton con un look de exploradora, a Elle Fanning con su **outfit** para el gimnasio o a Zoe Kravitz con una elección que no le favorece. ¡Echa un vistazo! (17/03/2017).

Outfits, in the plural form, is also used in English as a direct translation of *las prendas*, as shown in example 16.

(16) ¡llega el momento de preparar los **outfits**! (03/01/2017).

After having examined in detail some examples of pure Anglicisms, it could be asserted that this is the type where most cases have been found. A recent piece of research by García-Morales et al. (2016) demonstrates that pure Anglicisms, without any kind of adaptation, are used more frequently than other types (adapted, false, hybrids, calques, among others) in Spanish.

3.2. Adapted Anglicisms (2 cases)

The terms in this category have all undergone some kind of adaptation in Spanish. Indeed, *clímax* (*E.* < *climax*), and *tartán* (*E.* < *tartan*), both show orthographic adaptation.

Firstly, in the case of *clímax* a stress mark on the vowel *-i* is added to adapt the term to Spanish graphemic conventions. In the case of *tartán* (*E.* < *tartan*), which is a style of cloth of Scottish origin with a pattern of different coloured straight lines crossing each other, an adaptation may be observed, since a stress mark is added to the last *-á-*, as Spanish words ending in *-n* require. See example 17.

(17) **Tartán** pero en total look (20/08/2015).

3.3. Pseudo-Anglicisms (8 cases)

The use of Pseudo-Anglicisms seems to be common in the field of fashion journalism and motivated by stylistic purposes, i.e. to have an impact on the audience (Furiassi, 2010: 62).

Afterwork, *bombers* and its stressed variety *bómbler*, *fashion*, *reality*, *teenager*, *short* and *sport* are included in this category. These examples may be regarded as false Anglicisms since they do not exist in English, at least with the meaning in which they are used in Spanish.

The term *afterwork*, used in eleven cases in the examined corpus, is frequently employed in Spanish to refer to that drink that you have with your work mates after work and with the intention of getting to know other workmates a step further from the job context. Whereas in English *afterwork* is used as an adjective, in expressions such as “after work drinks”, in Spanish it is used as a noun: this borrowing could be regarded as a metonymic semantic change in Rodríguez-González’s (2013: 135-136) classification of pseudo-Anglicisms, since its meaning has been extended to the *afterwork club* or *bar* where people meet their colleagues. Example 18 shows the use of this term in context:

(18) Organizar un **afterwork** con tus compañeros de trabajo puede resultar súper positivo a la hora de estrechar la relación con ellos. Los **afterwork** tienen la maravillosa capacidad de hacernos mucho más llevadera la semana, lo prometemos (02/12/2015).

The reason why the borrowing *bómbler* is considered a pseudo-Anglicism is because the actual English form is *bomber*, a noun used with an adjectival function that usually modifies the noun *jacket*, as in *bomber jacket*. In Spanish, *bombers* is the plural of *bomber*, meaning *bomber jackets*; in English *bombers* refers to any animate or inanimate object that can carry bombs, e.g. bomber airplanes. This style is inspired in the design of the jackets that pilots used to wear during World War II. As shown in posts (19) and (20), both spellings are used in the examined posts: *bomber* and *bómbler*.

(19) Lleva tu **bómbler** como Gigi Hadid y Kendall Jenner (08/02/2017).

(20) Calcetines de rugby, **bombers**, sweaters y abrigos acolchados te vestirán de arriba abajo (29/07/2016).

Fashion has been included in this category of false Anglicisms, as is used as an adjective rather than a noun, as in the example reported (21), being the real English equivalent 'fashionable'.

(21) La Kardashian Jenner más **fashion**, sencilla y natural ha vuelto a meter la pata (24/02/2015).

Reality is used in the examined posts as the elliptical form of the English compound term *reality show*, as the following example (22) displays.

(22) Tras el éxito de su **reality**, mamá Jenner no quiso dejar pasar la ocasión y materializó la belleza de sus hijas mayores (14/06/2016).

Another case is represented by *teenager*, which is employed as the English adjective *teenage*, as in the following illustration (example 23).

(23) Todo muy **teenager**, para tener contento a su público. (14/06/2016)

Short, without the final *-s*, is used to talk about shorts or hot pants. In Spanish, this use is quite common, whereas in English *short* is just an adjective. Example 24 provides evidence of this use.

(24) No podría faltar el ya mencionado **short** en satén fucsia, la camisa estampada, la cazadora de ante con mangas de pelo... (28/10/2016).

The false Anglicism *sport* is employed in Spanish to refer to a sporty style. Indeed, in Spanish this noun is often used with the function of the English adjective *sporty*, as shown in example 25.

(25) Eso sí, hay que tener en cuenta el diseño porque si es muy **sport** serán más adecuadas para looks informales (09/02/2017).

Beautiful box, which is not included in the analysis as it is a proper noun, despite not being part of the study, is a marked case which is used as a proper noun, and it refers to a parcel that any subscriber will receive monthly for less than 15.90 Euros, would indeed be considered a false Anglicism. It contains beauty products and it is aimed at women of all ages. In Spanish, the expression *beauty case* (not present in this study) is also used as a pseudo-Anglicism. Instead, in English the term which is used is *vanity case* (Furiassi, 2010; Balteiro and Campos, 2012).

(26) Si deseas suscribirte a **Beautiful Box** pero estás esperando la mejor oferta, estás de enhorabuena. Descuento de un 5% en tu **Beautiful Box** (01/01/2016).

As Rodríguez-González (2013: 147) reports, many pseudo-Anglicisms are relatively well-established in Spanish, and that is the reason why they have been included in

different dictionaries. This is the case for *short* and *sport*, both of them present in this study and recorded in the *Diccionario de la Lengua Española (DLE)* and the *Diccionario Panhispánico de Dudas (DPD)*.

3.4. Hybrid Anglicisms (2 cases)

Country chic is an English-French hybrid, which is used to refer to a particular style. Example 27 illustrates this combination of the English term *country* and the French word *chic*.

(27) Piezas chics que construyen los detalles de este estilo evocando los ambientes más románticos y bucólicos acercándose incluso al **country chic** (18/08/2015).

Ombre lips is another instance of hybrid Anglicism since it combines the French term *ombré* with the English term *lips*. Examples 28 and 29 provide evidence of this hybrid in context.

(28) ¿Eres de las que no sale de casa sin llevar los labios pintados pero te apetece probar algo diferente? ¿Hay días en los que no te decides entre un labial u otro? ¡Ponte los dos a la vez! La tendencia **ombre lips** vuelve con fuerza este verano (19/06/2016).

(29) Si esta es tu primera vez con los **ombre lips**, lo mejor es que pruebes con un degradado suave, dentro de la misma tonalidad de color. Una vez que ya tengas más práctica podrás probar con otros más atrevidos, que mezclen colores totalmente distintos (19/06/2016).

The following sub-sections will break down the corpus considering the three different sectors described, namely fashion, beauty and leisure.

3.5. Fashion Anglicisms (33 cases)

As reported by Lopriore and Furiassi (2015: 200), “the field of textiles and materials is highly technical, referential, exact, denotative and monosemous, with a limited communicative cycle. It is marked by borrowings from other languages.”

The pure Anglicisms that fit within this category are the following: *candy*, *chokers*, *cottage*, *dress code*, *front row*, *grills*, *jeans*, *layering*, *look*, *mix*, *nude*, *outfit*, *over size*, *sexy*, *shorts*, *slim*, *slip dress*, *soft*, *streetstyle*, *sweet*, *tip*, *top*, *trendy*, *tweed*, *working girl*. There are also some adapted Anglicisms: *bómbier* and *tartán*. Some false or pseudo-Anglicisms also appear within this category: *bombers*, *fashion*, *short*, *sport* and *teenager*. *Country chic* is a hybrid Anglicism within this realm.

3.6. Beauty Anglicisms (23 cases)

In this subsection, the following pure Anglicisms are included: *baking, beauty, beauty youtubers, clown contouring, contouring, dot eyeliner, eyeliner, gloss, glowing hair, greenery, holographic lips, in-flight, influencer, makeup, nail art, piercing, pink lady, pink lips, rainbow hair, rainbow freckless* and *wire nail*. *Ombre lips*, as explained above, is a hybrid Anglicism, as it combines a French term with an English term.

3.7. Leisure Anglicisms (21 cases)

The following list encompasses those Anglicisms that have been considered as belonging to the field of leisure since they are used to refer to free time and entertainment activities. These Anglicisms are *afterwork* (used as a noun, despite being used as an adjective like in English), *after party, celebrity/celebrities/celebs, check out, cookies, foodie, gif, girls' night out, performance, phubbing, pop-up stores, rainbow food, room service, sane food, selfie, shopping, skyline, spa, welcome pack*. There is also one case of an adapted Anglicism in this area, and one case of false Anglicism, *reality*.

In these specialised areas, the use of Anglicisms has different functions, as Rodríguez González (1996)² reported two decades ago. The referential function, which denotes the literal meaning of a term, when applied to the use of Anglicisms in Spanish, may intend to fill a lexical gap whenever there is no suitable equivalent available. This is the case for lexical units like *selfie*.

The expressive function includes stylistically marked lexical units that normally have an emotive connotation. These Anglicisms usually have positive or negative connotations. Some words taken from this corpus could be regarded as fulfilling the function of attracting the audience, looking fashionable, cool and even snobbish. For example, *look* instead of *apariencia*; *outfit/outfits* instead of *prendas*, *shorts* rather than *pantalones cortos*, *teenager* instead of *adolescente*. All these Anglicisms, to list but a few, imply positive or fashionable nuances when used in Spanish.

Finally, Rodríguez González (1996) distinguishes another function; the textual one, or the capacity the language has to create text in relation to the context. For example, for the economy of language, as in the case of *jeans* to avoid saying *pantalones vaqueros*.³

4. Conclusion

This study is intended to reveal current trends about the use of Anglicisms in a specialized Spanish forum aimed mainly at women. After having carried out this analysis, the first hypothesis is confirmed: there is a tendency to use Anglicisms in the domains of fashion, beauty and leisure. The second hypothesis is also confirmed: non-adapted or pure Anglicisms, 66 in total, are by far more widespread than other types: false Anglicisms rank second, and adapted Anglicisms and hybrid Anglicisms last.

In terms of the subject area most likely to be affected by the use of Anglicisms, it is important to state that, due to the type of sources used for this research, in some cases, it

is difficult to draw a line between beauty and fashion. The whole context of the post provided the clue to discern whether to include some Anglicisms in the fashion or beauty domains. However, as the third initial hypothesis predicted, fashion seems to be the area where most Anglicisms are found, followed by beauty and then leisure.

In a globalised world, hot-off-the-press English neologisms, such as *phubbing*, for instance, are immediately exported to other languages, without leaving sufficient time for proper translation. In addition, “the taste for the exotic” and “the charm of a foreign language” (Furiassi, 2010: 63) are important motivations for the use of Anglicisms, especially in domains such as fashion, beauty and leisure, which are intrinsically subject to constant change. French was traditionally the language associated with fashion until the 1980s, when English started replacing French as the language most frequently used to talk about fashion-related topics (fashion magazines, TV channels, social networks) (Lopriore and Furiassi, 2015: 203).

Despite the growing number of publications (Balteiro, 2011; Lopriore and Furiassi, 2015) dealing with Anglicisms in the specialised language of fashion, little attention has been paid so far to the analysis of the domains of beauty, fashion and leisure in online forums. The main purpose of this article has been to bridge this research gap and shed some light on the actual use of Anglicisms in this online medium, although its limitation lies in the analysis of one single Internet forum.

It is unquestionable that the contact between English and Spanish represents a cultural and linguistic enrichment for the recipient language, Spanish in this case. These linguistic changes, mostly visible at the lexical level, may also bring cultural changes in the way people understand and express certain concepts by using English rather than Spanish. The adoption of these lexical innovations mirrors the acceptance of cultural patterns typical of the donor language and culture. Therefore, the findings of this study suggest some reflections on the degree of exposure to the English language and the Anglo-American culture on the part of Spanish speakers. More precisely, these domain-specific Anglicisms may exert a noticeable influence and have subsequent long-term effects on the Spanish sense of identity. As Bloomfield (1933: 445-458) asserted, “every speech community learns from its neighbors” and, consequently, “cultural loans show what one nation has taught another”.

As far as future research is concerned, it would be of utmost interest to analyse other Internet forums in order to check whether this tendency is similar in different Spanish forums.

Notes

1. When a term is assimilated, in Lorenzo’s (1987) terminology, refers to a word has been completely accepted and naturalised in the recipient language, Spanish in this case, long time ago. Many of these terms have been included by DLE or are widely accepted and used by speakers of that RL.

2. Rodríguez González (1996) proved that Anglicisms in Spanish generally respond to specific functions, namely referential, expressive and textual.

3. As Rodríguez González (1996) stated in his categorisation, it is essential to notice that many of the lexical units compiled in this sample may fulfil more than one function.

4. I would like to thank the two anonymous reviewers who have given me valuable feedback on a previous version of this manuscript. Their useful and insightful comments have helped to improve this article.

References

- Alfaro, Ricardo (1970): *Diccionario de anglicismos*. Madrid: Gredos.
- Anderman, Gunilla, and Margaret Rogers, eds. (2005): *In and Out of English: For Better, For Worse?* Clevedon: Multilingual Matters.
- Andersen, Gisle, Cristiano Furiassi and Biljana Mišić Ilić, eds. (2017): *The Pragmatics of Borrowing: Investigating the Role of Discourse and Social Context in Language Contact* [Special Issue]. *Journal of Pragmatics*, 113. Amsterdam: Elsevier.
- Balteiro, Isabel (2011): "A few notes on the vocabulary of textiles and fashion". In I. Balteiro, ed., *New Approaches to Specialized English Lexicology and Lexicography*. Newcastle upon Tyne: Cambridge Scholars Publishing, 65-81.
- Balteiro, Isabel and Miguel Ángel Campos (2012): "False anglicisms in the Spanish language of fashion and beauty". *Ibérica*, 24: 233-260.
- Bloomfield, Leonard (1933): *Language*. New York: Henry Holt.
- Campos-Pardillos, Miguel Ángel (2015): "All is not English that glitters: false anglicisms in the Spanish language of sports". *Atlantis*, 37(2): 155-174.
- Crespo-Fernández, Eliecer (2015): *Sex in Language: Euphemistic and Dysphemistic Metaphors in Internet Forums*. London: Bloomsbury.
- Crespo-Fernández, Eliecer and Carmen Luján-García (2013): "Anglicismo y tabú: valores axiológicos del anglicismo". *Revista de Estudios Filológicos*, 52: 53-74.
- Crespo-Fernández, Eliecer and Carmen Luján-García (2017): "Anglicisms and word axiology in homosexual language". *Revista Española de Lingüística Aplicada (RESLA)*, 30(1): 74-102.
- De Houwer, Annick and Antje Wilton, eds., (2011): *English in Europe Today*. Amsterdam and Philadelphia: John Benjamins.
- Díez-Arroyo, Marisa (2016): "English words as euphemisms in Spanish fashion". *English Today*, 127(32/3): 30-39.
- Fischer, Roswitha, and Hanna Pułaczewska, eds. (2008): *Anglicisms in Europe. Linguistic Diversity in a Global Context*. Newcastle Upon Tyne: Cambridge Scholars Publishing.
- Furiassi, Cristiano (2010): *False Anglicisms in Italian*. Monza: Polimetrica.
- Furiassi, Cristiano, Virginia Pulcini and Félix Rodríguez-González, eds. (2012): *The Anglicization of European Lexis*. Amsterdam and Philadelphia: John Benjamins.
- Furiassi, Cristiano and Henrik Gottlieb, eds. (2015): *Pseudo-English: Studies on False Anglicisms in Europe* [Language Contact and Bilingualism 9]. Boston & Berlin: De Gruyter Mouton.
- García-Morales, Goretti, Isabel González Cruz, Carmen Luján García and M^a Jesús Rodríguez Medina (2016): *La presencia del inglés en la publicidad televisiva española (2013-2015)*. Madrid: Síntesis.
- Garley, Matt and Julia Hockenmaier (2012): "Beefmoves: Dissemination, diversity, and dynamics of English borrowings in a German hip hop forum". *Proceedings of the 50th Annual Meeting of the Association of Computational Linguistics*. Jeju: Republic of Korea: 135-139. Available at <http://www.aclweb.org/anthology/P12-2027> [accessed 29 September 2017].

- González Cruz, M^a Isabel, M^a Jesús Rodríguez-Medina and M^a Jesús Déniz-Santana (2009): *Los anglicismos en el habla juvenil de Las Palmas de Gran Canaria*. Madrid: La Factoría de Ediciones.
- González Cruz, M^a Isabel (2015): “Anglicising leisure: The multimodal presence of English in Spanish TV adverts”. *Calidoscopio*, 13(3): 339-352.
- Görlach, Manfred, ed. (2002): *English in Europe*. Oxford: Oxford University Press.
- Graddol, David (2006): *English Next*. Plymouth: British Council.
- Kachru, Braj (1992): “Teaching world Englishes”. In B. Kachru, ed., *The Other Tongue: English across Cultures*. Chicago: University of Illinois Press, 355-366.
- Lope Blanch, J.M (1977): “Anglicismos en la norma lingüística culta de México”. In J.M. Lope Blanch, ed., *Estudios sobre el español hablado en las principales ciudades de América*. México: UNAM, 271-279.
- López-Zurita, Paloma (2005): “Economic anglicisms: Adptation to the Spanish linguistic system”. *Ibérica*, 10: 91-114.
- Lopriore, Lucilla and Cristiano Furiassi (2015): “The influence of English and French on the Italian language of fashion: Focus on false Anglicisms and false Gallicisms”. In C. Furiassi and H. Gottlieb, eds., *Pseudo-English: Studies on False Anglicisms in Europe* [Language Contact and Bilingualism 9]. Boston & Berlin: De Gruyter Mouton, 197-226.
- Lorenzo, Emilio (1987): “Anglicismos en la prensa”. In *Primera Reunión de Academias de la Lengua Española sobre El lenguaje y los medios de comunicación*. Madrid: Real Academia Española, 71-79.
- Luján-García, Carmen (2011): “English ‘invasion’ in Spain: An analysis of toys leaflets addressed to young children”. *English Today*, 3: 3-9.
- Luján-García, Carmen (2013): *The English Language and the Anglo-American Culture: Its Impact on Spanish Language and Society*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- (n.d.) *Oxford Living Dictionaries*. OLD. Available at <https://en.oxforddictionaries.com/> [accessed on 14 November 2017].
- Pratt, Chris (1980): *El anglicismo en el español peninsular contemporáneo*. Madrid: Gredos.
- Pulcini, Virginia, Cristiano Furiassi and Félix Rodríguez González (2012): “The lexical influence of English on European languages: From words to phraseology”. In C. Furiassi, V. Pulcini and F. Rodríguez González, eds., *The Anglicization of European Lexis*. Amsterdam/Philadelphia: John Benjamins Publishing, 1-26.
- Real Academia Española. 2014. DLE. *Diccionario de la lengua española* 23rd edition. Madrid: Real Academia Española. Available at <http://dle.rae.es/> [accessed 26 September 2017].
- Real Academia Española. 2005. DPD. *Diccionario Panhispánico de Dudas*. Madrid: Real Academia Española. <http://www.rae.es/recursos/diccionarios/dpd> (accessed 24 October 2017).
- Rodríguez Díaz, José Antonio (2011): *Anglicismos y germanismos en el lenguaje de la publicidad del español peninsular contemporáneo 1998-2007*. PhD dissertation, University of Santiago de Compostela.
- Rodríguez González, Félix (1996): “Functions of Anglicisms in contemporary Spanish”. *Cahiers de Lexicologie. Revue Internationale de Lexicologie et Lexicographie*, 68(1): 107-128.
- Rodríguez González, Félix (2011): *Diccionario del sexo y el erotismo*. Madrid: Alianza Editorial.
- Rodríguez González, Félix (2012): “Anglicismos en el mundo del deporte: variación lingüística y sociolingüística.” *Boletín de la Real Academia Española (BRAE)*CXII (XXXVI): 261-285.
- Rodríguez González, Félix (2013): “Pseudoanglicismos en español actual. Revisión crítica y tratamiento lexicográfico”. *Revista Española de Lingüística (RSEL)*, 43(1): 123-170.

- Rodríguez González, Félix (2017): *Gran diccionario de Anglicismos*. Madrid: Arco Libros S.L.
- Rodríguez Medina, M^a Jesús (2016^a): “An approach to the study of the use of English in the Activities of Spanish Gyms”. *Spanish in Context*, 13(1): 128-148.
- Rodríguez Medina, M^a Jesús (2016b): “The use of Anglicisms in Spanish television Commercials of cosmetics, hygiene and personal care products”. *Hermes Journal of Language and Communication in Business*, 55: 157-169.
- Tagliamonte, Sali and Derek Denis (2008): “Linguistic ruin? Lol! Instant messaging and Teen Language”. *American Speech*, 83(1): 3-34.
- Tagliamonte, Sali (2016): “So sick or so cool? The language of youth on the Internet”. *Language in Society*, 45(1): 1-32.
- Zhang, Wei (2015): “Multilingual creativity on China's Internet”. *World Englishes*, 34(2): 231-246.

Appendix

Pure Anglicisms	Freq.	Topics	Pure Anglicisms in context	Spanish equivalents
<i>After party</i>	1	leisure	Belleza <i>after party</i> : los mejores trucos para disimular la resaca (28/11/2016)	Evento en el que personas que han estado en una fiesta se sientan a charlar relajadamente
<i>Baking</i>	2	beauty	<i>Baking</i> , el nuevo método de maquillaje (que afortunadamente no implica meter la cabeza en el horno) (21/07/2015)	Método de maquillaje
<i>Beauty</i>	3	beauty	Trenzas corsé, la nueva obsesión <i>beauty</i> (04/05/2017)	Belleza
<i>Beauty youtubers</i>	1	beauty	Algunas <i>beauty youtubers</i> han visto aumentada su popularidad gracias a tutoriales en los que explican paso a paso cómo hacerte con esta alocada tendencia. (25/02/2016)	Personas que realizan y suben vídeos a YouTube relacionados con la belleza, con frecuencia trucos de belleza
<i>Candy</i>	4	fashion	<i>Candy rooms</i> : los colores también son para el invierno (05/11/2015)	Colores vivos
<i>Celebrity / Celebrities</i>	10	leisure	Pero como todas las semanas, aunque Kylie haya sido la ganadora del título, otras <i>celebrities</i> también han conseguido estar nominadas al peor look. (14/06/2016)	Famosos
<i>Celebs</i>	1	leisure	Como todas las semanas, aunque haya habido una ganadora, hay otras <i>celebs</i> que también nos han sorprendido con sus elecciones estilísticas. (17/03/2017)	Famosos

<i>Check-out</i>	1	leisure	Desde que te reciben en recepción hasta que haces el <i>check out</i> el equipo está pendiente de que no falte nada, adelantándose incluso a tu mente (09/06/2016)	Acción de salida de un hotel o bien comprar algún producto
<i>Chokers</i>	2	fashion	Accesorios: pendientes XXL y <i>chokers</i> (29/07/2016)	Tipo de collar femenino ajustado al cuello
<i>Clown Contouring</i>	2	beauty	Después de la fiebre del contorneado que inició Kim Kardashian hace un par de años, y del nuevo método del <i>clown contouring</i> (21/07/2015)	Maquillaje femenino similar al de un payaso
<i>Cookies</i>	1	leisure	Unas <i>cookies</i> calentitas para comenzar no están nada mal. (27/01/2017)	Galletas
<i>Cottage</i>	2	fashion	Las claves para conseguir el estilo <i>cottage</i> Que dinamizado con un aire casual da como resultado el conocido estilo <i>cottage</i> que nos trasladará a las más profundas campiñas inglesas (18/08/2015)	Estilo de decoración campestre
<i>Contouring</i>	1	beauty	Desde el <i>contouring</i> hasta el strobing y por supuesto los smokey eyes. (14/06/2016)	Maquillaje que realza los contornos
<i>Dot eyeliner</i>	7	beauty	¿Por qué el <i>dot eyeliner</i> es la tendencia beauty del momento? (31/01/2017)	Trazado con lápiz de ojos con puntos pequeños
<i>Dress code</i>	1	fashion	Otro elemento a tener en cuenta es saber si existe un <i>dress code</i> fijado por los organizadores del evento en cuestión y bien explicado (03/01/2017)	Estilo de vestimenta
<i>Eyeliner</i>	5	beauty	<i>Eyeliner</i> de unicornio, la magia llega a tus ojos (03/01/2017)	Lápiz de ojos
<i>Foodie</i>	2	leisure	Si vives en una gran ciudad, no tienes tiempo que perder para descubrir estos nuevos templos del arte <i>foodie</i> (02/12/2015)	Afición a la comida y a la bebida
<i>Front row</i>	1	fashion	Las modelos, diseñadores e invitadas del <i>front row</i> van de fiesta en fiesta y nosotros no perdemos detalle de sus mejores y peores looks (24/02/2017)	Primera línea
<i>Gif</i>	2	leisure	20 <i>gifs</i> de comida que te harán salivar de forma inmediata. Sigue leyendo y, sobre todo, mirando, porque estos <i>gifs</i> de comida son totalmente adictivos y generan hambre de forma inmediata. (27/01/2017)	Imágenes
<i>Girls' night out</i>	1	leisure	<i>Girls' night out!</i> cosas que suceden después de una noche de chicas (16/11/2016)	Salida de chicas por la noche
<i>Gloss</i>	3	beauty	Para unos labios llamativos y a todo color, píntalos primero de un color a modo de base y repásalos con un pincel para conseguir que esa tonalidad se vea matizada por el <i>gloss</i> (27/02/2017)	Brillo labial
<i>Glowing hair</i>	1	beauty	<i>Glowing hair</i> , la nueva tendencia capilar que te hará brillar en la oscuridad. (12/01/2016)	Pelo muy brillante
<i>Greenery</i>	2	beauty	25 imágenes que prueban que el <i>greenery</i> será el color de tu maquillaje en 2017 (15/03/2017)	De color verde
<i>Grills</i>	1	fashion	Cuando una chica normal se maquilla y arregla el pelo con la plancha para salir con sus amigas, llega el clan Jenner/Hadid y se ponen unos <i>grills</i> a medida. Se trata de unas fundas de oro que se utilizaban en los años 80	Fundas doradas para los dientes

			para decorar las dentaduras, que Madonna y Miley Cyrus recuperaron hace unos años, y que hacía tiempo que no veíamos. (24/02/2017)	
<i>Holographic lips</i>	2	beauty	<i>Holographic lips</i> , los labios también pueden brillar (27/02/2017)	Labios pintados con motivos holográficos
<i>Influencer</i>	1	beauty	Todo ha comenzado en el salón de belleza de Eun Kyung Parkm, una auténtica <i>influencer</i> en el mundo de la manicura (26/01/2017)	Persona que influye en el mundo de la moda
<i>In-flight</i>	1	beauty	<i>In-flight essentials</i> : básicos de belleza para sobrevivir a un largo viaje de avión (18/07/2016)	En un vuelo
<i>Jeans</i>	2	fashion	El look estaba formado por una cazadora vaquera con volumen en los hombros, unacamiseta de cuello alto de rejillabajo otra de manga corta y unos <i>jeans</i> de tiro alto con rayas laterales (17/03/2017)	Pantalones vaqueros
<i>Layering</i>	1	fashion	En esto consiste el <i>layering</i> , en llevar prendas de diferentes longitudes al mismo tiempo. (29/07/2016)	Estilo de vestimenta con varias capas de ropa
<i>Look</i>	47	fashion	Con esta aplicación puedes confeccionar tus <i>looks</i> de toda la semana. (26/03/2015)	Imagen, apariencia
<i>Makeup</i>	1	beauty	Ya sea a través de líneas de maquillaje con las mejores firmas de cosmética o declarando que ellas mismas se realizan sus <i>makeup</i> looks (14/06/2016)	Maquillaje
<i>Mix</i>	1	fashion	Nicki Minaj y su <i>mix</i> de tendencias, peor look de la semana (03/03/2017)	Mezcla
<i>Nail art</i>	4	beauty	En Instagram lo puedes encontrar bajo el nombre de <i>wire nail art</i> , algo así como <i>nail art</i> de alambre y consiste en utilizar un fino hilo de alambre como base de una manicura sencilla y efectiva. (26/01/2017)	Tipo de decoración de uñas
<i>Nude</i>	3	fashion	Los tonos siempre entre el <i>nude</i> y el champán (14/06/2016)	Color natural de la piel
<i>Outfit</i>	2	fashion	Natalia Vodianova a cometido un crimen estilístico esta semana. Descubre quién es el culpable de que la modelo vistiera de esta guisa y por qué nos ha defraudado tanto su outfit. (27/01/2017)	Ropa, vestimenta
<i>Over size</i>	1	fashion	La cantante eligió una chaqueta bomber rosa, una camiseta <i>over size</i> a modo de vestido y unas botas XXL. (03/03/2017)	Talla grande. Usada con el fin de llevar la ropa bastante holgada.
<i>Performance</i>	1	leisure	Tal vez la falta de libertad de entonces o de equidad en los derechos homosexuales se suplía con imaginación, carisma y <i>performance</i> descaradas (27/06/2016)	Forma de comportarse o actuar
<i>Phubbing</i>	5	leisure	¿Has oído hablar del <i>phubbing</i> ? Es la palabra que describe ese momento en el que descuidamos la compañía humana solo para echarle un ojo al móvil. Nace como una combinación de dos términos anglosajones: <i>phone</i> (teléfono) y <i>snubbing</i> (desprezarse) (22/08/2016)	Ignorar la presencia de alguien en favor de un teléfono móvil
<i>Piercing</i>	3	beauty	Uñas con <i>piercing</i> , la última manicura viral de Kim Kardashian (31/01/2017)	Perforaciones en la piel para decorar

<i>Pink lady</i>	1	beauty	Ahora vas a saber según el color de tu piel, con qué rosa lograrás destacar tus rasgos y convertirte en toda una <i>pink lady</i> (15/12/2016)	Mujer vestida y maquillada de rosa
<i>Pink lips</i>	1	beauty	¡Vivan los <i>pink lips</i> ! Elige tu rosa de labios perfecto (15/12/2016)	Labios de color rosa
<i>Pop-up stores</i>	3	leisure	Las <i>pop-up stores</i> o tiendas efímeras cada vez están más de moda y las marcas de champán se han dado cuenta. (10-10-2016)	Tiendas efímeras
<i>Rainbow Food</i>	3	leisure	<i>Rainbow Food</i> : la comida como nunca antes la habías visto. (18/05/2016)	Comida con los colores del arcoiris a base de colorantes
<i>Rainbow hair</i>	1	beauty	El <i>rainbow hair</i> ya no es solo cosa de chicas. Llega el Merman Style (26/06/2015)	Pelo decorado con los colores del arcoiris
<i>Rainbow freckless</i>	3	beauty	Llegan las <i>rainbow freckless</i> , mejillas a todo color! (25/02/2016)	Pecas de colores
<i>Reality</i>	1	leisure	Tras el éxito de su <i>reality</i> , mamá Jenner no quiso dejar pasar la ocasión y materializó la belleza de sus hijas mayores (14/06/2016)	Tipo de programa televisivo
<i>Room Service</i>	1	leisure	¿Un poco de hambre? ¡claro que sí, esto despierta el apetito! ¡ <i>Room service</i> ! Sin necesidad de levantarse, caminar con los pies descalzos sobre el frío de la cocina hasta la nevera. (20/09/2016)	Servicio de habitaciones
<i>Sane Food</i>	1	leisure	<i>Sane Food</i> - Nutrición y Emoción (30/01/2017)	Comida sana
<i>Selfie</i>	2	leisure	Su palabra preferida es <i>selfie</i> y la mayor parte del tiempo está posando (31/10/2016)	Foto tomada a uno mismo
<i>Sexy</i>	2	fashion	Gracias a su caída, la tonalidad y el escote en V, la actriz consiguió un aspecto dulce y <i>sexy</i> a partes iguales, muy a tono con su papel en el filme (03/02/2017)	Atractivo sexualmente
<i>Shopping</i>	4	leisure	Celebra el Enfemenino Day con un <i>shopping</i> apoteósico (26/10/2015)	Ir de compras
<i>Shorts</i>	1	fashion	Se llevan con faldas, <i>shorts</i> o mini vestidos fluidos. (09/02/2017)	Pantalones cortos
<i>Skyline</i>	1	leisure	Aprovechas este momento del día para salir, tomarte tu combinado favorito, charlar relajadamente y simplemente disfrutar de las preciosas vistas del <i>skyline</i> de la ciudad desde una terraza y sentirte un poquito como la reina del mundo (02/12/2015)	Horizonte
<i>Slim</i>	1	fashion	El look compuesto por un vestido corto de cuadros <i>vichy</i> , con capa del mismo estampado, pantalones de piel de corte <i>slim</i> y botas de caña alta, no eran lo más adecuado para esa tarde. (27/01/2017)	Esbelto, delgado
<i>Slip dress</i>	1	fashion	Kendall eligió un delicado <i>slip dress</i> y lo combino con una sudadera de crochet con enormes borlones (24/02/2017)	Vestido de tirantes
<i>Soft</i>	1	fashion	Existen muebles de estética " <i>soft</i> " que encajarán a la perfección tanto en líneas puras como redondeadas. (05/11/2015)	Suave

<i>Spa</i>	1	leisure	Su concepto de <i>Oenoterapia</i> y <i>Spa Sommelier</i> te permitirá probar algunos de sus vinos de la mano de un experto, analizarlos y descubrir cuál es el que más te gusta (09/06/2016)	Lugar de tratamientos acuáticos relajantes
<i>Streetstyle</i>	4	fashion	La hemos visto en la pasarela, el <i>streetstyle</i> y por supuesto en las <i>celebrities</i> . (08/02/2017)	Estilo urbano
<i>Sweet</i>	1	fashion	Muebles " <i>sweet, sweet</i> " (05/11/2015)	Dulce
<i>Tip</i>	2	fashion	Antes de seguir con los <i>tips</i> , te dejamos un <i>shopping</i> con prendas y accesorios que pueden encajar para distintos eventos formales (03/01/2017)	Truco
<i>Top</i>	1	fashion	Aún así, lo que logró llevarse toda la atención fue el cinturón que Halsey llevó a modo de <i>top</i> . ¿Estaría cómoda? Para combinarlo eligió una chaqueta larga tipo impermeable y unos pantalones. (10/03/2017)	Camiseta
<i>Trendy</i>	1	fashion	Toma nota de nuestros consejos y serás la más <i>trendy</i> de la temporada. (29/07/2016)	De moda o tendencia
<i>Tweed</i>	2	fashion	<i>Tweed</i> en el armario. El tejido favorito de Coco Chanel arrasará esta temporada (20/08/2015)	Mezcla de lana
<i>Welcome pack</i>	1	leisure	Te obsequiarán con un <i>welcome pack</i> (no queremos desvelar todas las sorpresas). (26/10/2015)	Paquete de bienvenida
<i>Wire nail</i>	1	beauty	Sin embargo cada vez son más las publicaciones web que animan a que tú misma te hagas tus diseños <i>wire nail</i> usando el típico alambre que se vende para hacer pulseras y demás accesorios. (26/01/2017)	Decoración de uñas con alambres
<i>Working girl</i>	1	fashion	Encontrarás los looks <i>working girl</i> más buscados. (22/11/2016)	Estilo para ir al trabajo

Table 4: Non-adapted or pure Anglicisms compiled from *enfemenino*

Adapted Anglicisms	Freq.	Topics	Adapted Anglicisms in context	Spanish equivalent
<i>Climax</i>	1	leisure	Utiliza alguna de estas canciones y el <i>climax</i> está asegurado (20/09/2016)	Apogeo, culminación
<i>Tartán</i>	1	fashion	Tartán pero en <i>total look</i> (20/08/2015)	Tipo de tejido con cuadrados tipo escocés

Table 5: Adapted Anglicisms compiled from *enfemenino*

False Anglicisms	Freq.	Topic	False Anglicisms in context	Spanish equivalents	Real English equivalent
<i>Afterwork</i>	11	leisure	Con un ambiente relajado y una conversación agradable no nos cabe duda de que el <i>afterwork</i> es el impulso que necesitas para continuar con ánimo la semana. (02/12/2015)	Cóctel o copa que se toma con los compañeros de trabajo tras una jornada laboral	Afterwork party

<i>Bómbler</i>	3	fashion	Por si no te has enterado, la <i>bómbler</i> es la chaqueta del momento (08/02/2017)	Tipo de chaqueta	Bomber jacket
<i>Bombers</i>	1	fashion	Calcetines de rugby, <i>bombers</i> , sweaters y abrigos acolchados te vestirán de arriba abajo. (29/07/2016)	Tipo de chaqueta	Bomber jacket
<i>Fashion</i>	3	fashion	Natalia Vodianova, apodada <i>Supernova</i> , es una de las supermodelos más conocidos del mundo, su exitosa carrera y pasión por la moda le han convertido en un personaje clave del panorama <i>fashion</i> al que nunca le quitamos el ojo (27/01/2017)	Moda	Fashionable
<i>Reality</i>	1	leisure	Tras el éxito de su <i>reality</i> , mamá Jenner no quiso dejar pasar la ocasión y materializó la belleza de sus hijas mayores (14/06/2016)	Tipo de programa televisivo	Reality show
<i>Short</i>	1	fashion	No podría faltar el ya mencionado <i>short</i> en satén fucsia, la camisa estampada, la cazadora de ante con mangas de pelo... (28/10/2016)	Pantalón corto	Shorts
<i>Sport</i>	1	fashion	Eso sí, hay que tener en cuenta el diseño porque si es muy <i>sport</i> serán más adecuadas para looks informales. (09/02/2017)	Estilo deportivo	Sporty
<i>Teenager</i>	1	fashion	Todo muy <i>teenager</i> , para tener contento a su público. (14/06/2016)	Adolescente	Teenage

Table 6: False Anglicisms compiled from *enfemenino*

Hybrid Anglicisms	Freq.	Topics	Hybrid Anglicisms in context	Spanish equivalents
<i>Country chic</i>	1	fashion	Piezas chics que construyen los detalles de este estilo evocando los ambientes más románticos y bucólicos acercándose incluso al <i>county chic</i> (18/08/2015)	Estilo de ropa
<i>Ombre lips</i>	3	beauty	<i>Ombre lips</i> : pásate al efecto degradado en tus labios (19/06/2016)	Labios maquillados con pintura degradada

Table 7: Hybrid Anglicisms compiled from *enfemenino*