

LANGUAGE CONTACT IN THE MEDIA DISCOURSE: ANGLICISMS IN SECTION LEISURE IN THE NEWSPAPER *LA PROVINCIA*

CONTACTO LINGÜÍSTICO: ANGLICISMOS EN LA SECCIÓN DE OCIO DE LA EDICIÓN DIGITAL DE *LA PROVINCIA*

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Abstract

The presence of English is undeniable in various areas of Spaniards' daily lives, and the domain of leisure activities is not excluded of such a trend. This paper examines the presence of Anglicisms in sections: "Life and style"; "Culture, leisure and society" and "Sports" of the digital edition of the newspaper *La Provincia* (Las Palmas de Gran Canaria) during the period from 1st March to 31st May 2019. The use of Anglicisms has apparently been increased throughout the last decades, considering a similar previous analysis (Luján-García, 1999). The compilation of a corpus of 207 Anglicisms reveals that the section "Life and style", which compiles news of various fields (fashion, beauty, people, pets, gastronomy) presents the highest percentage of Anglicisms (65.2%). In the second position, "Culture, leisure and society" contains a percentage of 21.7% of the compiled corpus, and this is followed by "Sports", with 12.9% Anglicisms of the sample. In qualitative terms, some examples of particular uses of the examined Anglicisms are studied in context,

considering the whole sentence where they occur, in addition to the analysis of the orthographic markers employed, which tend to be quite inconsistent. Eventually, the pragmatic functions of these Anglicisms are discussed: specialized language, referential, expressive and textual functions, which will be illustrated with examples excerpted from the corpus.

Keywords: Anglicisms, digital newspaper, life and style, leisure and sports neologisms.

Resumen

La presencia del inglés es innegable en variadas áreas de la vida cotidiana de los españoles. El terreno de las actividades de ocio no son una excepción a esta tendencia. Este artículo examina la presencia de anglicismos en tres secciones: “Vida y estilo”; “Cultura, ocio y sociedad” y “Deportes” de la edición digital del periódico *La Provincia* (Las Palmas de Gran Canaria) durante el periodo del 1 de marzo hasta el 31 de mayo de 2019. El uso de extranjerismos y neologismos está presente en el lenguaje periodístico, sin embargo, estos usos parecen haber aumentado a lo largo de las últimas décadas, teniendo en cuenta un trabajo anterior (Luján-García, 1999) sobre el mismo periódico. A través de la lectura diaria del mencionado periódico, se llevó a cabo una recopilación de un total de 207 anglicismos. En términos cuantitativos, la sección de “Vida y estilo”, que abarca noticias de varios campos (moda, belleza, gente, mascotas, gastronomía) presenta el porcentaje más elevado de anglicismos (65,2%). En segunda posición, “Cultura, ocio y Sociedad” ofrece un porcentaje de 21,7%, seguido de “Deportes”, con un 12,9% de la muestra. En términos cualitativos, algunos ejemplos de usos de anglicismos son analizados en contexto, considerando la oración en la que aparece, así como el empleo de marcadores ortotipográficos, que presentan una gran inconsistencia. Finalmente, se analizan las funciones pragmáticas de estos

anglicismos: lenguaje especializado, función referencial, expresiva o textual.

Palabras clave: anglicismos, prensa digital, neologismos, vida y estilo, ocio y deportes.

1. Introduction

In the current era of globalization and the use of IT, different societies and cultures are closely interrelated. Communications take place all the time, and every single aspect of people's daily lives evolves at a such rapid pace as never was seen before. As Alesón (2011) states, the concepts of leisure, entertainment, sports, and life, in general, have also consequently evolved throughout the last decades. As a result of this evolution, new concepts have appeared, and also a specialized type of language.

Regarding sports, this area has evolved in a very rapid way, since new kinds of sports, unknown or nonexistent some decades ago, have emerged. Vázquez Amador, Lario de Oñate and López Zurita (2015: 170) stated that “the consequence of the Anglo-American origin of most sports is the incorporation of Anglicisms to sports language at the beginning of the 20th century”.

At present, the leisure and entertainment sector is understood in a different way than some decades ago, since there is a very wide offer of activities and products, which are in addition accessible to everyone by just clicking on a button on the Internet. One does not need to be physically present in a place to enjoy a certain leisure activity. When it comes to fashion and beauty, it is needless to highlight the quantity of products and treatments that are offered to the most sophisticated tastes of people nowadays. As a result of the emergence of such a vast array of new products, tasks,

sports, treatments, and the like, many new terms have also emerged. Not surprisingly, many of these new terms are coined in English, and then exported to the rest of the Recipient Languages (RL from now on) that host these Anglicisms more and more frequently without any type of adaptation. English is, therefore, inevitably present in most languages. As Pulcini, Furiassi and Rodríguez González (2012: 2) asserted “In the 21st century no languages operating in the global market have gone unaffected by the inflow of English lexical items.” The concept of Anglicism is not a new one, since it may be traced some decades back, and not only in Spain, but in most European languages. But, what is exactly an Anglicism? Görlach (2003: 1) defines an Anglicism as 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.” However, it is well known that many English terms are adapted to the orthographic and morpho-syntactic systems of the RL. In this case, we refer to adapted loans. Other forms of adaptation are represented by:

Hybrids: words that combine an English with a Spanish term, for example *chaqueta bomber*.

Calques: words which translate an English item into the RL, e.g. *rascacielos* from English skyscraper.

Semantic loans: an already existing word in the RL, sometimes formally similar to the English one, which takes only the meaning of a source language (SL from now on) word, e.g. *contraseña* from English password.

False Anglicisms: terms with an English appearance, but non-existent in English, e.g. *puenting* or *footing*.

Consequently, a more extensive definition for the concept of Anglicism could be “any individual or systemic language feature adapted or adopted from English, or inspired or boosted by English models, used in intralingual communication in a language other than English” (Gottlieb, 2005: 163). Therefore, English terms such as proper given names or brand names will not be considered as Anglicisms in the literal sense, and that is why they have not been included in this analysis.

Different categorizations of Anglicisms have been carried out in Spain throughout the last decades (see Medina López, 1996¹), but currently the most extended could be the one by Pulcini, Furiassi and Rodríguez González (2012). In broad terms, this categorization distinguishes “direct” vs. “indirect” lexical borrowings. Within the direct borrowings, three different types may be discerned: loanwords; false Anglicisms, and hybrids. By contrast, within the indirect borrowings, two kinds are distinguished: calques and semantic loans. The analysis carried out in this study focuses mostly on direct non-adapted Anglicisms, though there is some case of false Anglicism (*rotondy*).

Different pieces of research have reported on the presence of Anglicisms in the printed press focusing on different types of newspapers. Vázquez Amador et al. (2015) revealed the remarkable use of English lexical items in the sports press in the 1950s in Spain.

¹ Medina López in his book *El anglicismo en el español actual* (1996) provides a deep analysis of the different categories of Anglicisms carried out by different authors. Scholars such as Lázaro Carreter have showed interest and have studied the concept of Anglicism, as a result of the progressive insertion of English borrowings in Spanish throughout the last decades.

Khalil Eid (2014) focused on the sports Anglicisms in the current Spanish printed press. More recently, Guerrero-Salazar (2019) highlighted the use of Anglicisms in the headlines of Spanish press with stylistic purposes.

Spanish gossip magazines have also been the object of analysis (Vázquez Amador, 2018) and the author concluded that there is a growing tendency to use non-adapted Anglicisms in this kind of press. The same conclusion was reached by Vega-Falcón (2017) in her analysis of the printed editions of several fashion and beauty magazines. Similarly, Rodríguez Gutiérrez (2018) presented the noticeable presence of lexical Anglicisms in the fashion magazine *Cosmopolitan*. Andersson (2008) studied the occurrence of Anglicisms in the field of computing and the Internet in the Spanish printed press. Esteban Asencio (2008) also provided evidence of the emergence of neologisms in the Spanish printed press. Aleza Izquierdo (2005) warned about the orthographic inconsistencies in the use of Anglicisms in some Valencian newspapers. Núñez-Nogueroles (2016) examined the use of English loanwords in the contemporary Spanish press by analyzing the Corpus of Reference of Current Spanish (CREA) and found 2,198 Anglicisms in some important Spanish newspapers published from 2001 to 2004. Some time ago, Luján-García (1999) informed on the use of lexical Anglicisms in the headlines of two Canarian (Spanish) printed newspapers. That piece of research found a total of 355 Anglicisms in an analysis of the headlines of the printed edition of *La Provincia* and *El Día* during the whole year 1997. By contrast, this study provides a total 207 Anglicisms in the pieces of news of a period of three months in 2019.

In other Spanish speaking countries such as Costa Rica, Delgado Álvarez (2005) researched the presence of Anglicisms in the printed press. Raydel Naranjo (2017) shed some light on the presence of lexical Anglicisms in the Cuban printed press during the 19th century. Vázquez Amador (2011) examined the presence of Anglicisms in a Mexican newspaper.

All these pieces of research agree with the tendency to the use of a large amount of non-adapted lexical Anglicisms in the printed press. However, none of them has focused on the analysis of digital editions of newspapers. Currently, the digital editions might count more readers than the printed editions, as they are free and accessible to any reader. Recently, a new tool to examine the use of Anglicisms in the digital press has been created. It is called “Observatorio Lázaro” (Álvarez Mellado, 2020), and it examines the foreign lexical items used by 8 different digital editions of Spanish media. However, the newspaper *La Provincia* is not included in this observatory. The emergence of a computational tool like this confirms that the use of Anglicisms in the press increases progressively and this is a field of great interest for linguists who intend to measure the temperature of this progressive increase.

2. Objectives

This paper intends to examine the omnipresence of English in areas like “sports”, “life and style” and “culture, leisure and society”. Consequently, the following research questions have been posed:

- What is the frequency of use of lexical Anglicisms in the sections of the newspaper: “sports”, “life and style” and “culture, leisure and society”?

- What orthographic markers are used to mark the use of Anglicisms?
- What are the functions of these Anglicisms in the examined digital press?

3. Method

The method consisted of different stages, being the first one a careful reading of all the pieces of news published every day within the examined sections during the analyzed period, from 1st March 2019 to 31st May 2019 (both days included). During the process of reading the news, the researcher excerpted each Anglicism employed by the reporters or journalists along with the whole sentence where the loanword occurred, taking into account the section of the newspaper and the use of any kind of marker (use of bold, italics, inverted commas, or simply no marker).

The newspaper *La Provincia*² was chosen because this is the result of a research project dealing with the presence of Anglicisms in the context of the Canary Islands, and this particular newspaper counts with a long tradition and a very high circulation in the Canary Islands. It is a morning newspaper which emerged from the fusion between *Diario de Las Palmas* (1893) and *Diario de La Provincia* (1911). This fusion took place in 2000 and its dissemination, in its printed format, in 2012 ranged around 25,000 issues per day. However, for this study the digital edition was chosen against the paper format one, since it has a greater dissemination,

² *La Provincia* is a regional newspaper based in Las Palmas de Gran Canaria (Spain) that counts around 155,000 daily readers, according to information provided on its digital edition website (<https://www.laprovincia.es/>).

because it is free and accessible to any reader anywhere, differently from the paper format newspaper that needs to be paid for.

Eventually, an analysis of the pragmatic functions of the examined Anglicisms in the different pieces of news is carried out in order to be able to understand the reasons that lead journalists to use these Anglicisms rather than Spanish equivalent terms.

4. Results

This part of this study will deal with the breakdown of results from a quantitative and qualitative points of view. In quantitative terms, the following Table 1, presents the amount of Anglicisms found in the different newspaper sections examined. The results reveal the remarkable presence of Anglicisms in the section “life and style” with the highest percentage of the total (65.2%), followed by the section dealing with “culture, leisure and society” with a sample of 21.7% of Anglicisms, and finally the section of “sports” with a total of 12.9% of English lexical units.

Table 1: *Quantitative breakdown of Anglicisms found in the examined sections*

Sections	Anglicisms	%
Sports	27	12.9%
Life and style	135	65.2%
Culture, leisure and society	45	21.7%
TOTAL	207	

4.1. Section “life and style”: 135 Anglicisms

This section of the newspaper contains the highest number of Anglicisms, with a total of 135 loanwords excerpted during the examined period of three months. This section has some sub-sections namely *Guapísimas* (very beautiful), Fashion, Decoration, Health, Technology, People, Pets and Gastronomy. It is, indeed, a very wide and open section dealing with various topics. Many of the Anglicisms found in this section are related to fashion and beauty.

The following list compiles the Anglicisms extracted from the section of “life and style” of the examined newspaper:

App, animal print, anti frizz, antiaging/anti aging, after sun, adware, airless, baby blond, baby lights, baby shower, batch cooking, beauty, beauty freaks, beauty victim, beauty look, biker, bluetooth, blush, body milk, bronzer, business intelligence, back-up, casual, cat eye, celebrity/celebrities, check point, chill out, chunky sneakers, coach, contouring, cookies, cool, cow boy, crop top, cushion, cut out, dad sandals, dermaroller, DIY, dry brushing, eco-green, expertise, express, eyecat, eyeliner, filler, firmware, first class, freak, frizz, full time, gadget, gaming, gentleman, glitter, halter, hashtag, highlighter, hipster, influencer, keylogger, lifting, lipstick, lobby, look beauty, look twinning, low cost, lunch box, make-up, malware, microblading, millennial, mom jeans, must, must have, naked, newsletter, non-transfer, nude, oil free, old school, on-line, outfit, oversize, packaging, pallet, paper bag, partner, peeling, photocall, phubbing, poke bowl, post, post-it, preppy, print, push up, real fooding /real fooder, reality / reality show, red carpet, reset, salvaslips, screener, shade / shading, shooting, shopping, shoulder surfing, sleeping pack, smoky eye, snack, sneakers, spyware, stick,

stories, streaming / streamer, striptease, styling / styler, swag, tablet, tattoo, teaming, threading, tighlining, tip, top coat, top ten, trail / trail runner, training manager, tweed, tweet, twist, ugly shoes, ugly sneakers, vending, zero.

Some examples of the words used in context are shown in the following excerpts from news taken from the newspaper. Like different studies have shown (Balteiro, 2011; Balteiro and Campos, 2012; Luján-García, 2017; Tejedor Martínez, 2017) the use of Anglicisms is very frequent in the areas of fashion and beauty. As a result, it is expected to find these uses in pieces of news dealing with these topics, as in the following examples 1 to 7.

(1). *Piensa en algo que sea fácil de peinar, que sólo requiera un poco de producto de styling y no demasiado secador (La Provincia, 29/04/2019).*

Example 1 uses *styling*, which refers to the combination of different cosmetic products such as oils, waxes, sea water, sprays or any other product used to improve the appearance of your hair. The word *styling* is used as it comes from English and without any type of orthographic marker.

(2). *Con un vestido en blanco y negro, Penélope combinó su outfit con joyas de Atelier Swarovski (La Provincia, 07/05/2019).*

In example 2, the Anglicism *outfit* is used to talk about the clothes or costumes that you wear, particularly for a special occasion or purpose. Similarly to the previous anglicized lexical item, *outfit* is employed in the piece of news without marker or adaptation to Spanish.

(3). *Una camisa con un bordado lencero o una camisa estilo 'oversize' puede ser perfecta para introducir las nuevas tendencias en tus estilismos para el día a día (La Provincia, 28/03/2019).*

Oversize refers to a bigger than usual size, and it is a term that has become quite trendy in Spanish to refer to a type of loose clothes. In this case, *oversize* is marked as a foreign word with single quotes.

(4). *Shakira y Piqué se suman al 'look twinning', la moda de vestirse igual que la pareja (La Provincia, 02/04/2019).*

Look twinning combines two Anglicisms, and example 4 explains the meaning of this expression. This expression is also marked with single quotes.

(5). *Para no confundirse, lo mejor es emular a las grandes divas del cine clásico, con un twist actual (La Provincia, 01/05/2019).*

The term *twist* in example 5 refers to a turn or sudden change, and it could very well be expressed in Spanish with the term *giro* from classicism to modernity. However, the English term is chosen against the Spanish one, probably for snobbery. The English loanword is written with italics as a marker to indicate that it is a foreign term.

(6). *Las 'ugly sneakers' son las zapatillas que más triunfan en Instagram (La Provincia, 15/03/2019).*

In example 6, *ugly sneakers* is the name given to a kind of urban trainers inspired by a model by Balenciaga. This anglicized expression is also marked with single quotes.

(7). *Un auténtico desfile de celebridades que hace sombra a la mismísima red carpet de los Oscar de Los Ángeles (La Provincia, 07/05/2019).*

Example 7 shows *red carpet*, which is the expression used to refer to the Oscars ceremony in Hollywood. Obviously, there is a Spanish equivalent *alfombra roja*, but the use of the English expression sounds more sophisticated than the Spanish version. No markers are used.

4.2. Section “culture, leisure and society”: 45 Anglicisms

This second section encompasses various pieces of news dealing with cultural events, leisure activities, and news related to society and social events. The following list comprises the Anglicisms found:

Bed and breakfast, biopic, burn out, chat, cheer, cheerleader, cluster, cyberbullying, curvy, dummy, green fee, hosting, machine learning, manspreading, mentoring, mindfulness, mobbing, performance, queer, resort, responsive, router, scratch, shopping virtual, shot gun, show room, size, smart, smartbike, smart city, smartship, smart watch, speaker, spoiler, sportlover, stage, stand by, stock, top, trending topic, truck food, tuit/tuitera, underground, urban style, value4money.

Some of the uses of these Anglicisms in context will be presented in the following lines.

(8). *La enfermera con especialidad en ginecología y obstetricia Francisca Fanny Barreto, entonces personal interino del Materno, solicitó por escrito a la dirección gerencia del complejo hospitalario el "reconocimiento de una situación de acoso moral en el trabajo, concurrente*

con síndrome de burn out"[quemar, en inglés] y, por supuesto, "el cese inmediato en cualquier práctica o actitud atentatoria contra la dignidad e integridad" de la profesional (La Provincia, 11/04/2019).

In the case of example 8, *burn out*, which is immediately after translated into Spanish as *quemar*, but in this context, it refers to *agotamiento*. It is noticeable the fact that the Anglicism is chosen against the Spanish equivalent, since the Spanish term does not reflect exactly the meaning referred to in this context.

(9). *¿Puede alguien acceder a nuestro móvil y espiar nuestras conversaciones, chats, etcétera?* (La Provincia, 10/03/2019).

In example 9, *chat* is used in the sense of digital conversation (via WhatsApp or any other app used with this purpose) in order to make a distinction between digital and nondigital communication. The Anglicism *chat* is used without any marker.

(10). *"Si ella es modelo curvy, ¿entonces qué soy yo?, ¿rotondy?"* (La Provincia, 31/03/2019).

Example 10 shows one Anglicism, *curvy* and another one with English appearance, *rotondy*, which is used with ironic purposes. In the case of *curvy*, it refers to lines of a woman – in this example. The word *rotondy* is clearly satirical, since this term is an adaptation of the Spanish word *rotonda*, roundabout in English, by adding the ending -y, to make the term look like English, as in *curvy*. Obviously, the term *rotondy* does not exist in English. It is a false Anglicism or a term that despite its English appearance, it really does not exist in English, such as *puenting* or *edredoning*. Authors

such as Rodríguez-Medina (2004) reported on the use of lexical Anglicisms with ironic and humorous purposes.

(11). *La modalidad del torneo será 'shot gun' y el precio del 'green fee' será de 50 euros. La recaudación conseguida con este evento estará dedicada a proyectos que velen por la salud de los niños (La Provincia, 14/05/2019).*

In example 11, two different Anglicisms are used, both of them marked with single quotes. *Shotgun* makes reference to a golf tournament, and *green fee* is the rate of the admission ticket to the golf pitch. It is noteworthy the use of two anglicized expressions in just one single piece of news, both of which could have been expressed with Spanish terms.

(12). *Sororidad, empoderamiento o 'Mansreading' son algunos de los términos de un uso cada vez más común vinculados al movimiento feminista, pero... ¿Qué significan? Esta una selección de las palabras del 8M (La Provincia, 07/03/2019).*

Example 12 shows *mansreading*, a new term which combines “man”+”spread”, and it refers to the habit by some men, who sit down in public means of transport using not only their space, but also invading the next seat with their open legs. This term is becoming increasingly popular, as the feminist movement gets more importance.

(13). *Además de una indemnización de 30.000 euros como "resarcimiento de los daños psíquicos, morales y profesionales" sufridos como consecuencia del mobbing (La Provincia, 11/04/2019).*

In Spanish there is an equivalent for *mobbing*, which is *acoso laboral*. However, the journalist chooses the English term, since it sounds more professional, and accurate by using the Anglicism.

(14). *Nuestras edades son todas, nos sabemos lesbianas, trans, bisexuales, inter, queer, hetero...*" (*La Provincia*, 09/03/2019).

The term *queer* is used to refer to any kind of sexual tendency, and it is spreading in Spanish, because it has no pejorative connotation, as other terms have in Spanish. This is a neutral word, and consequently frequently chosen, especially by people who are very familiar with homosexuality. Other studies (Crespo-Fernández and Luján-García, 2013; 2017; 2018) have concluded that English is an euphemistic resource to refer to many concepts related to the gay and homosexual environments.

(15). *El grupo Cordial abre un resort de 17 viviendas de lujo en Playa de Mogán* (*La Provincia*, 18/04/2019).

In example 15, *resort* is used with the literal English meaning – a place where people go for a holiday. The same concept could have been expressed with *complejo turístico*, but the Anglicism not only is shorter, but it also seems to sound cooler and more professional than the Spanish one.

(16). *Con este cambio se mantiene la voluntad de operar con un buque más sostenible que integra la tecnología smart al servicio de la ecoeficiencia y de las mejores prestaciones a bordo para los clientes* (*La Provincia*, 13/05/2019).

Smart is an adjective which is being used to refer to many devices with technological advances such as *smartbike*, *smart cities*,

smart ship or *smartwatch*, all of which have been collected in different examples in this study, see also examples 17 and 18.

(17). *La 'smartbike' sigue siendo el mismo modelo que la no eléctrica y su principal diferencia es que cuenta con un motor antivibración marca Brose con una potencia de 250W, resistente y duradero (La Provincia, 02/03/2019).*

(18). *El Nápoles, que las dos navieras definen como un smart ship, ha finalizado su remotorización en los astilleros de Gibraltar (La Provincia, 20/03/2019).*

These examples 16, 17 and 18 reveal the lack of consistency when it comes to the use of orthographic markers. In some cases, italics are used, whereas in example 17, the journalist uses single quotes. In addition, the expressions *smart cities* and *smart ship* use a space to separate both terms, whereas in the other cases the two terms involved are together, as a single word: *smartbike*, *smartwatch*.

(19). *Hoy en día tenemos la posibilidad de ver en directo intervenciones quirúrgicas en Estados Unidos, e incluso formular dudas a través de un speaker que dinamiza la sesión on line (La Provincia, 07/05/2019).*

In example 19, *speaker* is used with the sense of a person who explains and describes something to a group of people. The journalist prefers to choose the Anglicism, since once more it provides a sense of professionalism.

(20). *Tarantino pide que no se hagan 'spoilers' de su nueva película en Cannes (La Provincia, 21/05/2019).*

In the case of *spoiler*, or information which is offered by a newspaper about what is going to happen on a TV programme or film, there is no Spanish word which expresses this concept with just one word, as in English. As we all know, economy of language is a basic principle of linguistics, and consequently, in the newspaper language.

(21). *Hay una nueva tribu en las ciudades. Se hacen llamar sportlovers, que traducido de forma libre significa enamorados del deporte (La Provincia, 14/03/2019).*

Sportlover or *amante del deporte* are used to talk about people who are very fond of practising sports. In example 21, the Anglicism is used followed immediately by the explanation of its meaning in Spanish and with no orthographic marker.

(22). *Las más votadas o las que aparecen en el top del ranking suelen ser seguras (La Provincia, 10/03/2019).*

The term *top* was included in this study, because even though it is included in the Spanish Language Dictionary (DLE), in this context *top* is used with another sense, not compiled in this dictionary.

(23). *La organización ha habilitado un mercado Urbano y una zona Truck Food (La Provincia, 05/04/2019).*

Truck food refers to the food cooked in *food trucks*, and it is usually present in public events. The expression *zona truck food* could very well have been expressed with *zona de puestos de comida*. Therefore, the anglicized expression has been chosen against the Spanish one.

(24). *Un ecosistema donde mezclarse, que crea sinergias para conocer, descubrir y vivir auténticas experiencias urban style (La Provincia, 23/04/2019).*

In example 24, the anglicized expression *urban style* is in Spanish *estilo urbano*. The use of this expression is unnecessary, and thus associated with snobbery and the wish to look modern.

(25). *Es un hotel moderno, eficiente y tecnológico, con un excelente "Value4money", especializado en "Hosting" que ayuda y guía a los clientes que lo desean, a organizar de forma proactiva su estancia y vivir una experiencia urbana (La Provincia, 23/04/2019).*

In example 25, two different Anglicisms are used, *value4money*, which is used with its abbreviated form, rather than value for money. The first example could have been expressed in Spanish with *Buena relación calidad y precio*. However, in the second example, the real meaning of *hosting* cannot be summarized just with the Spanish term *alojamiento*, since it is more intricate and basically refers to attending to the guests' whims and caprices. In any case, the journalist chose to use these two Anglicisms. Therefore, in some cases, it is necessary the use of the English lexical item, whereas in other cases these Anglicisms are more associated with values such as fashion and professionalism.

4.3. Section sports: 27 Anglicisms

This section contains many English lexical units related to sport activities:

Bodyboard, cross, crossfit, flow, fitness, grappling, goalaverage, gamer, kids, killer, kitesurf/kitesurfista, main event, march, mini basket, mountain bike, open woman, paddlesurf, playoff, pole,

running / runner, scaled, shakedown, skateboard, skater, snorkel / snorkelling, striking, and tie break.

(26). *Auspiciado por el coraje característico de Rabaseda, volvió a encontrar el Herbalife su flow ofensivo (La Provincia, 20/03/2019).*

Flow is an open term in the sense that each person seems to give it his/her particular meaning. In Spanish, it means *fluir*, and this Anglicism is used in sports, music such as reggaeton, psychology. It may be understood as the feeling that something is done or achieved naturally, with no visible stress.

(27). *La alcaldesa y el concejal de Deportes agasajan a los miembros de este colectivo, con varios campeones de Canarias y de España de grappling (La Provincia, 07/03/2019).*

Grappling is a fight modality that aims at having the opponent under control without hitting him/her in order to eventually win the combat. This method of fighting is used in different martial arts such as judo, jiu-jitsu, among others. In example 27, this Anglicism is used with no marker.

(28). *Parece inverosímil, pero Cristian Sánchez, más conocido en el mundo gamer como 'KaNaRiOoo', después de convertirse en jugador profesional, firmará en los próximos días por uno de los mejores clubes del mundo de eSports (La Provincia, 09/05/2019).*

Anglicisms such as *gamer* and *gaming* have spread extensively in Spanish. It is used to refer to video game players, who do not just play, but also spend more than six daily hours to play or to get informed about the game. The term *gamer* is focused on this

type of video games. That is the reason why in example 28, Cristian Sánchez is not called player or *jugador* (Spanish version). This can be considered a specialized term.

(29). *El killer charrúa con 21 goles y cuatro hat-tricks, se convirtió en el pichichi de la liga al sumar una asistencia más y jugar menos minutos que Willis Plaza, jugador trinitense del Churchill Brothers, con quien terminó empatado a goles (La Provincia, 14/03/2019).*

The term *killer* is used to refer to a prolific striker who scores lots of goals in football. In Spanish it would be something like *el matador* in football. For instance, this is the nickname of the football player PSG's Edinson Cavani. Obviously, the Anglicism seems to express a nuance that is not expressed by the Spanish equivalent.

(30). *Se reencontraba con su público para disputar el main event de la noche contra el polaco Konrad Iwanowski (La Provincia, 31/03/2019).*

The expression *main event* refers to the most important section of a show.

(31). *Otras ofertas son las de iniciación al surf y al bodyboard en La Cícer; y en La Puntilla, iniciación al paddlesurf y a la vela ligera, y kayak (La Provincia, 25/04/2019).*

Paddlesurf and *bodyboard* are two specialized terms that make reference to two particular types of water sports. There are no Spanish equivalents for these two sports, consequently, they are named with the English terms.

(32). *Solo hay que salir a dar un paseo por cualquier ciudad de España para constatar que el running es un veneno que engancha* (*La Provincia*, 08/03/2019).

Running and *runner* are two Anglicisms that are becoming very popular in Spanish instead of their equivalents *correr* and *corredor*.

(33). *Los títulos se quedaron en las Islas. María Socorro ganó en la categoría Scaled femenina* (*La Provincia*, 01/04/2019).

In crossfit, *scaled* is an adaptation in which crossfitters who are not able to do all the workout of the day, may do other adapted activities. This is a specialized term, which counts with a Spanish equivalent, *escalado*.

(34). *Mientras que en Santa Catalina, las asistencias trabajan para ultimar detalles y poner los coches a punto de cara a afrontar su primer reto con el crono, que tendrá lugar mañana con el tramo de calificación y shakedown* (*La Provincia*, 01/05/2019).

Shakedown is another specialized term in rallies, and it is used to refer to the test runs that are offered by the organizers in order to get the participant cars ready.

(35). *Los niños también reclamaron la instalación de "más zonas deportivas para practicar parkour, skateboard y bicicleta BMX, contenedores para reciclar cartón, vidrio y pilas* (*La Provincia*, 24/04/2019).

Skateboard, *skater* and *skatepark* are frequently employed when it comes to this sport. These terms do not have accurate

translations in Spanish. As a result, the English loanwords are employed.

(36). *En el segundo asalto ambos luchadores combinaron striking con mucho trabajo de suelo* (La Provincia, 31/03/2019).

The term *striking* is employed to refer to a class designed to put into practice skills and combinations of Muay Thai and West boxing. This borrowing is a specialized term with no Spanish equivalent.

5. Orthographic markers inconsistencies

The use of inconsistent orthographic markers is persistent. Regarding the treatment of foreign words, the Panhispanic Dictionary of Doubts (2005: XIX) (PDD from now on) states that whenever a Spanish equivalent exists, the loanword should be censored. In those cases, where there is not an equivalent term in Spanish, and the foreign word needs to be used, the word must be written with a typographical marker (italics or bold) in order to highlight its foreign origin.

As opposed to these guidelines, these non-adapted Anglicisms are written following multiple options: some of them use italics, others use bold type, in other cases inverted commas are used (single or double), but the highest frequency of Anglicisms do not use any type of orthographic marker or, in other words, they are used in context as they come from English. This is the case for 41% of Anglicisms of the corpus, as shown in Table 2. The second highest percentage (20.2) is for those English borrowings that are marked by means of simple quotes. In the third place, and very close to the

previous one is the use of italics with 19.3% of the sample. The rest of combinations have lower percentages.

Table 2: *Use of typographical markers to highlight Anglicisms*

Use of markers in Anglicisms	Anglicisms	%
No markers	85	41
Italics	40	19.3
Bold	9	4.3
Simple quotation marks	42	20.2
Double quotation marks	7	3.3
Capital letter	11	5.3
Simple quotes+bold	7	3.3
Double quotes + capital	2	0.9
Italics+capital	2	0.9
Bold+italics	1	0.4
Bold+double quotes	1	0.4
Total	207	

It is worth mentioning the two cases of terms that occur with two different markers, even in the same piece of news; *outfit* appears with simple quotes and without any marker; *shopping* appears both in bold and italics. Other inconsistent cases are *real fooding*, which occurs with double quotes and *real fooder* without any marker; *reality* occurs with simple quotes, whereas *reality show* appears with capital; *trail* appears without markers, whereas *trail runner* occurs in italics. The terms *cluster*, *mindfulness*, *performance*, *scratch*, *smart cities*, *kids*, *kitesurf*, *march*, *open woman*, *scaled*, *screeners* also occur in upper case.

This data confirms the lack of consistency by journalists and news reporters when they type their news. Despite the

recommendations suggested by PDD, the tendency not to use any kind of marker seems to be the current trend.

6. Pragmatic functions of Anglicisms

It is important to underline the three basic principles of the journalistic language: clarity, concision and simplicity. According to González, Danilo and Corona González (2010: 24), *clarity* implies a clean presentation of ideas using a correct syntax and vocabulary accessible for most readers. The message of the piece of news should be understood by readers without any kind of effort. *Concision* involves the neutral, objective presentation of ideas by the journalist or, in other words, the choice to express only what has a real communicative value, discarding all banal, unnecessary, rude expressions that not only make communication more difficult, but also, may cause displeasure to the reader. In addition, these authors also assert that personal appreciations or opinions should be avoided. Eventually, the principle of *simplicity* is closely related to that of clarity, and it presumes the use of a plain, simple language accessible to any reader.

Authors such as Batoš, Matić-Ivušić and Zakarija (2010) have pointed out the importance and need by current journalists to have a proficient level of English in order to be fully trained professionals in this field. Considering these premises, journalists and news reporters tend to follow these principles, in addition to the use of anglicized terms that have different functions in the media jargon. Given that this paper follows a lexical approach, it has been shown how common it is to find foreign words and neologisms in the examined press. Definitely, this fact makes us wonder about the

reasons that lead journalists to use these loanwords. Some of the functions that lie behind these uses will be listed.

Specialized language: Some of these Anglicisms are a kind of specialized language associated with certain professional fields and sports. Some of the analyzed terms belong to the area of terminology, which could be defined following two different senses: The first meaning of terminology is the set of special words belonging to a science, an art, an author, or a social entity, for example, the terminology of medicine or the terminology of computer experts. A more restrictive sense of the same term refers to the discipline of the language dedicated to the scientific study of the concepts and terms used in specialized languages (Sager, 1990).

General language is that used in daily life, while a specialized language is used to facilitate unambiguous communication in a particular area of knowledge, based on a vocabulary and language usage specific to that area (Pavel and Nolet, 2001). This is the case for terms such as: *adware, malware, reset, spyware* (computer science); *threading, tighlining, screener, shader/shading* (beauty and fashion); *grappling, playoff, shakedown, scaled, striking, tie break* (sports). These words are used to refer to a specific concept and avoid ambiguous communication within a certain domain.

The following three types of functions follow Rodríguez González's (1996) categorization.

Referential function: It is the use of some Anglicisms with the purpose of designating concepts that emerge in the Anglo-American culture and are then exported to other recipient cultures, as in the cases of *baby shower* or *batch cooking*. These are new concepts that come from the Anglo-American culture and are

settled down in the Spanish culture with an original name in English. Similarly, the names of different types of sports, which have emerged relatively recently, have an Anglo-American origin, and consequently, are known by English names such as *paddlesurf*, *bodyboard*, *crossfit*, *skateboard*, to list some of them.

Expressive function: Other loanwords are used in the press with an expressive function, which may aim at being euphemistic or wishing to avoid using a term that may sound unpleasant in Spanish. This could be the case for *tattoo*, which apparently could sound better than *tatuaje*, since this last term is loaded with pejorative meaning in Spanish. The use of the false Anglicism *rotondy* aims at producing irony, which is used next to *curvy* to refer to a woman's body. *Rotondy* is the adaptation of the Spanish word *rotonda* (roundabout) to refer, in a metaphorical sense, to the curves of a woman. Snobbery is another aim within the expressive function, and it may be observed by means of those words that are used aiming to look fashionable. In most cases, there is an equivalent Spanish term for the concepts they refer to, but instead, the journalist chooses to use the Anglicism, since it may result more sophisticated, modern or even professional. This is the case for terms like: *running* / *runner* instead of *carrera* or action of *correr* / *corredor*, *main event* instead of *evento principal*. In these cases, the anglicized term is chosen against the Spanish one.

Textual or economy of language function: This function also justifies some of the anglicized lexical units because there may be a Spanish equivalent expression or explanation for the English term, but it may also be longer and more complicated than using the English lexical unit. One example is *manspreading*, which is used to refer to that practice by some men who sit down with their legs wide

open in public means of transport, using more than one seat and making other users feel uncomfortable. The neologism *phubbing*, which is formed by combining the terms *phone* and *snubbing* (to insult someone by not giving them any attention or treating them as if they are not important, Cambridge English Dictionary). *Phubbing* is used to refer to the action of ignoring someone who is with you because you pay more attention to your mobile phone or electronic devices than to that person. In Spanish there is not only an equivalent term for this concept, but also a long definition is required to refer to describe this meaning.

In any case, these uses and functions demonstrate what Rodríguez Medina (2004:117) asserted about the degree of maturity that the English language has reached in our society as to the extent that the readers are able to infer and interpret those linguistic nuances used in the press that allow attract the attention of the reader.

The analysis carried out in this paper could have a significance in some domains such as teaching or translating. These findings may raise awareness of the degree of exposure to Anglicisms. In a linguistic analysis, teachers may make students conscious of this phenomenon and of the options they have to choose a Spanish or an English word or expression. Many Spanish speakers, being experts in language matters (like journalists, translators and linguists) or not, simply use a number of English loanwords in their daily oral or written interactions, and they sometimes have no awareness that these terms may be borrowings. Many of these lexical items have bridged a gap in Spanish, probably because there is no Spanish term that expresses the total meaning of the Anglicism. In other cases, there is a Spanish equivalent, but

speakers choose the English loanword possibly for snobbery or since it may sound more modern or fashionable, values associated with the English language. In any case, the use of Anglicisms seems to be quite present in any oral or written discourse in our everyday life.

7. Conclusions

This paper reveals the use, whether justified or not, of numerous Anglicisms in the examined newspaper *La Provincia* for a period of three months. The fields under analysis have been “sports”; “life and style”; and “culture, leisure and society”, being the section of “life and style” the one with the highest percentage of English loanwords (65.2%), which makes more than half of the sample compiled. “culture, leisure and society” is in the second position with around 20 percent (21.7%) of the corpus of Anglicisms, and in the third position, “sports” Anglicisms make a total of 12.9% of the compiled Anglicisms.

The comparison between the study carried out in 1997 (published in 1999) and 2019 of the newspaper *La Provincia* reveals a considerable increase in the amount of Anglicisms used by journalists. Twenty-two years have gone by and the use of English lexical units seems to have multiplied in the media discourse used in the analyzed newspaper. This is also the case for other newspapers in Spain, as the “Observatorio Lázaro” is currently demonstrating (Álvarez Mellado, 2020).

When it comes to the use of orthographic markers, ignoring the recommendations by the PDD, this analysis has demonstrated that the main current tendency is not to use any type of marker for Anglicisms, followed by the use of simple quotes, italics, and other

multiple combinations that prove a great inconsistency by journalists to mark these foreign lexical items.

There are multiple functions of these Anglicisms in the studied digital press, but in most cases, the journalistic strategy of the journalist or reporter is behind these uses. In some cases, the journalist intends to look modern or professional, since these values are associated with the English language. The purpose may also be euphemistic to produce humor, irony, parody or simply avoid using a term that might cause displeasure to the reader, because it has negative connotations in Spanish. Other terms belong to a more specialized field, and therefore, the use of the Anglicism may be necessary because the term refers to a specific concept and there is no other way to call it, and to avoid ambiguous communication. In other cases, the use of the Anglicism is more economical in linguistic terms, since it is shorter than the Spanish one. Eventually, some new concepts that have emerged in Anglo-American countries and then have been exported all over the world while keeping their original form.

All this confirms the degree of exposure of Spanish speaking people to the English language when they read the online press. Spaniards have integrated the English language in their daily lives and this study provides evidence of this fact. Though beyond this analysis, it is noticeable that most of these Anglicisms are non-adapted or, in other words, used in their original English form. It would be of great interest to monitor this growing tendency and compare the findings in Spain with other digital editions of European newspapers.

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