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# FACTORS THAT INFLUENCE THE USE OF ANGLICISMS IN YOUNG ADULTS / FACTORES QUE INFLUYEN EN EL USO DE ANGLICISMOS EN JÓVENES ADULTOS

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**Abstract.** The adoption of English as a universal language has caused many people to start speaking by mixing their mother tongue and English. Nowadays it is common to see people using anglicisms in their daily interactions, using them as a completely normal form of communication. This research found a positive and direct relationship between several phenomena (such as the emergence of social networks, the mass media and the adoption of English in several countries) and the use of anglicisms. This research was carried out in the Facultad de Filosofía y Letras facilities; the population was the students of the 5<sup>th</sup> semester.

**Keywords:** Anglicisms, lingua franca, loanwords, mass media, social media.

**Resumen.** La adopción del inglés como idioma universal ha provocado que muchas personas comiencen a hablar mezclando su lengua materna y el inglés. Hoy en día es común ver personas que utilizan anglicismos en sus interacciones diarias, utilizándolos como una forma de comunicación completamente normal. Esta investigación encontró una relación positiva y directa entre varios fenómenos (como la aparición de redes sociales, los medios de comunicación y la adopción del inglés en varios países) y el uso de anglicismos. Esta investigación se realizó en las instalaciones de la Facultad de Filosofía y Letras, la población fue el alumnado de 5<sup>o</sup> semestre.

**Palabras clave:** Anglicismos, lingua franca, medios de comunicación, préstamos lingüísticos, redes sociales.

## **Introduction**

Anglicisms are a topic of low interest for both ordinary people and linguists. They are a part of the language that is quite present in the daily speech of society, but is not very identified, as most people do not even know about its existence.

However, Anglicisms have a great weight, especially since the forms in which they are acquired are highly complex, since they come from a phenomenon that has no relation to language with the naked eye. Of course, it is about everything that surrounds globalization: the media, marketing and exchange of cultural elements such as language, etc.

That is why in this investigation it is proposed to look for a relationship between these causes and the problem in question, which is the use of anglicisms.

To begin, it should be clarified that this research is divided into four chapters. In the first chapter there is an approach to the topic and the problem in general terms, the objectives are detailed, and it is justified why this research was made.

The second chapter shows all the theoretical content that will be working with and with which the research is supported in order to be carried out.

The third chapter details the process by which the information required to verify the statements raised in the hypotheses will be collected, the instrument with which the data will be obtained is shown.

Finally, the results obtained are presented in the fourth chapter and an analysis is performed to interpret the data and finally reach a conclusion.

## **1. Nature and scope of the study**

### **1.1 Problem statement**

#### **1.1.1 The research problem**

Since the Globalization many phenomena have occurred, for example: the appearance and exploitation of the mass media industry, making English the lingua franca (that is, a way of

communication between nations), and later on, the commercialization and diffusion of English through the social media. Thanks to all of this, several countries have adopted this language in order to establish relations and to bring their citizens new opportunities in their lives. However, this caused that many people began to talk with a mixture of languages, that is, using their native one, and English.

Due to this, nowadays it is very common to see that many people, specifically Mexican people, are used to talk using an excessive quantity of anglicisms in their daily interactions. They make use of these words as a completely normal and generalized way of communication, they replace several pieces of the native language in the country (in this case Spanish), such as words, phrases, etc., even though they know the “proper” words in Spanish.

### **1.1.2 The purpose statement**

The purpose of this experimental survey study will be to find if there is a relation between the mass media, social media, and English as a globalized language, to the use of anglicisms, controlling for young adult students from the 5<sup>th</sup> semester at the Facultad de Filosofía y Letras.

### **1.2 Research question**

What is the relationship between globalization and the increasing use of anglicisms in young adults?

### **1.3 Objectives**

The objective of chapter one is to establish the approach to the problem, so that the phenomenon is clear

The objective of chapter two is to base the study with articles of high impact journal, so that the audience can fully understand what this phenomenon is about (in other words: it will contextualize) and comprehend the causes why this problem was possibly originated.

The objective of chapter three is to design and apply an instrument that is able to collect the data needed to answer the

research question. The objective of chapter three is to analyze the data obtained in the instrument application, and further, this data will turn into conclusions.

## **1.4 Justification**

### **1.4.1 The significance of the study for particular audiences (Practical justification)**

This research will help other people in the linguistic field to analyze how the globalization originated changes in the language. Besides, this research will help other researchers to expand this content and go deeper in the subject.

This research goes along with the objectives of the Faculty where it is being made, which are to expand the knowledge of linguistic phenomena in order to bring a better understanding to the society about why language is how it is and how it has been behaving and changing through the years, or in other words, its evolution.

Also, the institution in matter is in search of researches regarding new, relevant and current phenomena, with the aim of enlarge and enrich the contents of the careers on the linguistic field. This research intends to help that purpose at the end of the day, or at least to partially do it by providing new information.

### **1.4.2 Deficiencies in the studies (Theoretical justification)**

The researches previously made have a big deficiency, though they discuss the phenomenon, they don't mention anything about the evolution or changes in the languages. And if they do, they have a purist point of view, which does not provide anything but a negative sense towards the phenomenon in matter.

This research will make contributions in the field of sociolinguistics regarding that matter, and also, it will discuss the weight of the variables involved, along with a critical view about that. And finally, a reflection on how language is modified and how society is the main causing of this phenomenon.

## **2. Literature Review**

### **2.1 Dependent Variable (use of anglicisms)**

One of the great investigations regarding this matter is that of Pratt (1980), in which theoretical and methodological reflections on anglicisms are presented, in addition to the criticism of previous studies. Years later, the researcher continued researching in the linguistic field, Pratt (1997) makes a documentary analysis in which he studies and discusses anglicisms in various aspects: orthographic, semantic, phonetic and syntactic. However, for this piece of work this author won't be especially useful, this is because despite that Pratt (1997) has intrigued dozens of other authors, this investigator has also been controversial due to its strong purist assertions, so he will not be fully taken into account except to point an antecedent within the discipline and the topic.

Núñez (2017) is one of the few researchers who treats the subject from a linguistically open perspective, the author describes, identifies and classifies an extensive material of anglicisms, selected from the mass media. Núñez (2017) begins by explaining what a linguistic loan is, which she defines as language fragments imported from another language and incorporated into the native language of the speaker.

In relation to the latter, Silva-Corvalán (2002) defines anglicism as those pieces of language that come directly from English and that are added and appropriate to the vocabulary of the mother tongue. The relationship between the two terms is direct, since an anglicism is basically a loan, and although they present differences, these two concepts belong to the same family, this is confirmed by verifying that both concepts refer to incorporating foreign terms into a specific language according to Båstedt (2017)

Now, the use of anglicisms is defined by Alfaro (1948) as an attitude of preference or attraction to words from English, and their use as a replacement for equivalents in the native language of the speaker. Authors who have referred to this subject, such as Lipski (2004) mention that the use of anglicisms is a

phenomenon of the language that has become increasingly common and that the number of people who incorporate them into their daily communication is simply surprising.

Sanou (2018) mentions that a word that passes from one language to another, gradually loses its characteristic of a strange element and adapts until it is incorporated into the language as a habitual element, although she also mentions that this transition can take months or even years. She is endorsed by Salvador (1994) who discuss that all foreign words go through a process of naturalization to the language that welcomes them, that is, anglicisms conform to the structure of Spanish and many of them end up being accepted not only by society, but also by the Real Academia Española (RAE), institution that, in the end, includes these loanwords in the Spanish catalogs. This is briefly discussed in Haywood, Thompson & Hervey (2013), since they talk about methods for translating certain words that do not have equivalents in Spanish, they explain a way to adapt the anglicisms into the morphology and rules of Spanish.

## **2.2 Independent Variable**

### **2.2.1 Social Media**

There is a popular position that English is the language of the digital era. Smessaert (2012) says that the internet influences the breaking of borders, so English expands throughout the world as a lingua franca of technology and information technology. Roig-Marín & Rodríguez (2017) say that social media has a big influence in the use of anglicisms, because they tend to disseminate English as “water in a riverbank”, that is, that English is massively spread.

English is commonly used in forums and platforms as a universal way of communication (generally in technology and science websites), being exposed to this so often and for a long period of time gets the “user” to get accustomed to certain lexicon, and that is always one the main factors that determine the use of anglicisms, because that usually causes people to gain or incorporate specific vocabulary from those fields

(technology, science, or any other), and when they communicate they use those words as a part of their common speech.

However, this is not everything, because in their research, Moreno & Moreno (2018) analyze the use of anglicisms in social networks, specifically on the Twitter platform. They conducted a massive and exhaustive search of words from English incorporated into posts or “tweets” (as it is called on the social network) and found an excessive amount of appropriate English terms. This study finally demonstrated the importance of social networks for the modern study of anglicism, as he found that social networks are a trigger for the dissemination of anglicisms within the Spanish language.

### **2.2.2 Mass media**

The media is responsible for the proper use of the language, therefore, these must have strict foundations on the use of expressions or words that come from other languages, especially English, since one of the main routes of transmission of anglicisms is the mass media.

Alfaro (1948) mentions that in advertisements for products from the United States it is common for one to find words in English, many of them new, and that it is often necessary to give them an adaptation to Spanish.

Alfaro (1948) also discusses that cinema has contributed to the spread of anglicisms, because in films of any kind that occur in the United States, translations have been a constant source of linguistic structures from English. Finally, the film industry itself has created a long list of terms such as “filme, filmar y filmación”.

Lipski (2004), on the other hand, says that although the country has a large number of professional bilingual translators, many companies and organizations give little importance to translation. The result is a series of texts in a “grotesque” language that seems to be a mockery of correct speech, a phenomenon commonly called Spanglish. These examples are found in signs and notices for all types of products, they can be



easily found in advertisements published by electricity or telephone companies, in advertisements of banks and offices, and even in employment and social services applications.

With respect to anglicisms in mass media, Luján-García (2015) made a study in which she analyzed some of the commercials broadcasted in some channels from the Spanish TV.

The analyzed adverts are linked to the following fields: entertainment, technology and the alimentary industry. Considering her findings, the author then states “the clear presence of English in this influential mass media”, the study also highlights “the prestige and sense of modernity associated to English and the role this language seems to play for linguistic creativity”

### **2.2.3 English as Lingua Franca (ELF)**

Alfaro (1948) indicates that an abundant source of anglicisms is found in industry and commerce, mentions that the economic abundance of the United States promotes an exchange of products, services and businesses with Hispanic countries, also mentions that this entails the dissemination of many advertisements in which one normally encounters Anglo-Saxon terms.

D’Amore (2009) discusses English as one of the current global languages with big importance, it carries a higher status and universal prestige than any other, since its relevance is certainly the fact that English has the facility of appropriating linguistic elements (such as expressions, words, etc.) from other languages.

In fact, since its inception, the incorporation of ideas, concepts, and expressions has been an important characteristic of the English language.

The world of science and technology, as part of global culture, generates terminology in the global language of science and technology, that is, English. Since English is considered a

lingua franca (ELF), English has contributed to Spanish and other languages with vocabulary related to many fields such as technology, science, business and economics, communication, etc.

It should be noted that in addition to the aforementioned, English is of great importance in the global popular culture. For example, words such as “filme” and “turista”, turn out to be loans from English although they seem to come from Spanish. In the same way, the word pop (abbreviation of the word “popular”) is also classified as an anglicism at least by the RAE. As a comment, it should be mentioned that it seems impossible not to use anglicisms in a conversation about current or contemporary topics.

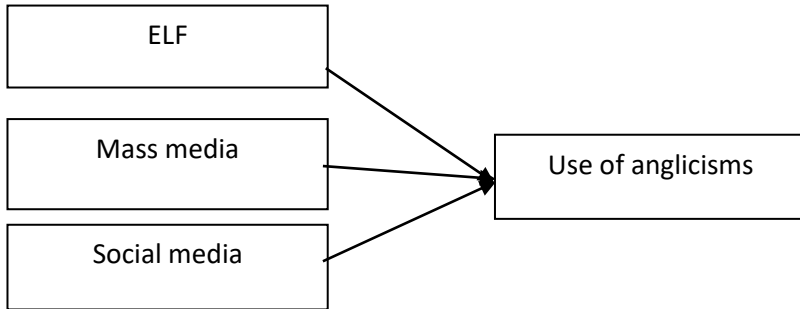
The use of the ELF for international communication has amplified the presence of this language in our globalized world. Communication produced in English are surrounded of prestige and internationalism, this situation does influence the appropriation of English words and mores and the formation of neologisms, according to González & Knospe (2019)

Today, many jobs are done in English, for example translators and interpreters. Furthermore, in addition to the opportunity of having a better financial quality in the market world people tend to study English, hoping that they would be promoted in their jobs for having an extra capability in their expertise.

However, these factors cause that, in a matter of time, people start to mix English with their native language while ordinarily communicating with others. Better explained: they start to replace words in their mother tongue for others in English. Or in other words: they start to use anglicisms in their daily speech. Despite of it seeming complex and extraordinary it is a very common consequence of the processes of globalization.

## 2.3 Graphic Model

**Fig 1. Graphic Model**



**Source:** Own elaboration.

## 2.4 Hypothesis

H1: The ELF has a positive impact on the use of anglicisms

H2: The mass media has a positive impact on the use of anglicisms

H3: The social media has a positive impact on the use of anglicisms

## 2.5 Congruence chart

In the following chart are listed some of the sources consulted for the elaboration of the theoretical framework for this investigation. In the chart are viewable the variables that were identified by the authors, which they worked with in their researches, these variables are also the ones that will be on this research.

**Table 1. Variable identified by other authors.**

Articles	Use of anglicisms	ELF	Mass media	Social media	Others
Andersson (2008)	x		x	x	
Båstedt (2017)	x	x			
D'Amore (2009)	x	x	x		x
García (2015)	x	x			
González & Knospe (2019)	x	x			x
Lipski (2004)	x	x			x
Luján-García (2015)	x		x	x	
Moreno & Moreno (2018)	x			x	
Núñez (2017)	x	x	x	x	x
Roig-Marín & Rodríguez (2017)	x		x	x	x

**Source:** Own elaboration.

## 2.6 Operationalization of variables

In the following charts are the items that were used for other authors mentioned in the previous chart, these are going to be used in this investigation as well, as part of the methodological part of the research (that is, these items are going to be used for the instrument that will collect the required data):

**Table 2. Dependent variable, measurement indicators.**

Variable	Source	Item
Use of anglicisms		<ul style="list-style-type: none"> <li>• The use of anglicisms is part of my common everyday speech.</li> <li>• When I see that a word in English is becoming popular or trendy in a certain context, I end up using it.</li> <li>• I prefer to use anglicisms rather than their equivalents in Spanish.</li> <li>• Anglicisms are more attractive to me than their equivalents in Spanish.</li> </ul>

**Notes:** items to measure the dependent variable. Own elaboration.

**Table 3. Independent variable 1, measurement indicators.**

Variable	Source	Item
Social Media		<ul style="list-style-type: none"> <li>• Usually while I'm on the internet, I tend to use anglicisms with frequency.</li> <li>• I tend to use anglicisms, for example: <i>link, hashtag, hacker, selfie, like, influencer, post/tweet, click, spam, inbox/DM</i>, etc.</li> <li>• I usually use the aforementioned anglicisms (all or some) frequently.</li> </ul>

**Notes:** items to measure the independent variable. Own elaboration.

**Table 4. Independent variable 2, measurement indicators.**

Variable	Source	Item
Mass Media		<ul style="list-style-type: none"><li data-bbox="514 370 988 492">• Usually people on the TV, radio, newspapers, advertisements, etc. uses words in English when they communicate.</li><li data-bbox="514 541 988 664">• I use some anglicisms because it is common to see them on TV, radio, newspapers, advertisements, etc.</li><li data-bbox="514 713 988 878">• I use or have used some of the following anglicisms: <i>Wi-Fi, marketing, megas, gigas, gym, fake news</i> (or simply the word <i>fake</i>), <i>outfit</i>, etc.</li><li data-bbox="514 928 988 1093">• I don't feel uncomfortable using anglicisms because many people use them, especially on the TV, radio, newspapers, advertisements, etc.</li></ul>

**Notes:** items to measure the dependent variable. Own elaboration.

**Table 5. Independent variable 3, measurement indicators.**

Variable	Source	Item
ELF		<ul style="list-style-type: none"> <li>• English is so standardized in society that it is easy to me to incorporate words from it to my daily vocabulary (in other words everyone uses them, so I use them too)</li> <li>• I learned most of the anglicisms I use in a place where English is used (at work, at English classes, or other places)</li> <li>• When I consume audiovisual content (movies, videogames, tv shows, videos, etc.), I learn and incorpore anglicisms to my vocabulary.</li> <li>• I use or have used anglicisms such as: <i>software, reset, chatear, okay, default, top</i> (as in Top 5), etc.</li> </ul>

**Notes:** items to measure the dependent variable. Own elaboration.

### 3. Methodological Strategy

#### 3.1 Research Design

The research carried out is quantitative, because it reflects statistical data with a high level of confidence. This investigation is exploratory because data of other authors are disclosed, with the purpose of carrying out an investigation with greater precision in information. It is descriptive because it gives characteristics of the possible reasons that impact the use of anglicisms, it is correlational because it provides possible

solutions to the phenomenon and tries to discuss the cause of the use of anglicisms. The design in this research will be experimental because students from 5<sup>th</sup> semester from the Ciencias del Lenguaje career were selected as the population.

### **3.2 Data Collecting Method**

Data collection will be carried out within the Facultad de Filosofía y Letras, which belongs to the Universidad Autónoma de Nuevo León. The surveys were based on the Likert scale. The software used to calculate the percentage of surveys was Question Pro.

The survey aimed to see the relations between the variables described in the previous chapter (use of anglicisms, social media, mass media, and ELF).

The survey will be divided into 4 sections in order to measure each of the variables, where the possible answers were based on the model of the Likert scale (strongly disagree, in disagreement, neither agree nor disagree, agree and totally agree).

To see the survey used for this project please consult the annexes.

### **3.3 Population and Sample**

It was considered that the best population to carry out this survey were the students from 5<sup>th</sup> semester because they were the most accessible population in that moment.

The population size covered by the subject of the study is approximately 84 people. And the sample is 68 according to the formula postulated by Rositas.

The formula to obtain the exact size of the sample was the following:

$$n = \frac{Ns^2}{(N-1)\left(\frac{d}{z}\right)^2 + s^2}$$



The meaning of each of the variables in the formula are the following:

- N: Size of the population
- Mean: Mean
- $s^2$ : Variance
- e: Proportional error
- d: Tolerated error
- z: A standardized normal distribution value
- 1-a: Level of reliability
- n: Size of the sample

In the following chart are the results that were obtained once the corresponding arithmetical operation was carried out, in order to find out the sample size:

**Table 6. Calculus of the sample**

Variable	Meaning	Value
N	Size of the population	84
Media	Mean	3
S <sup>2</sup>	Variance	2
e	Proportional error	5%
d	Tolerated error	0.15
z	A standardized normal distribution value	1.96
1-a	Level of reliability	95%
n	Size of the sample	68

**Notes:** results obtained after the calculation of the size of the sample. Own elaboration.

### **3.4 Analysis methods**

The statistical method selected for this research was a survey, which was based on the model provided by the Likert scale. The statistical means will be descriptive, because the truth and trust of the content is verified and validated. By means of the correlation, analysis of lineal regression will show data with greater precision in order to check the hypotheses and if they were confirmed or denied by the results obtained from the surveys.

## **4. Results Analysis**

### **4.1 Pilot test**

#### **4.1.1 Relability and Validity**

The questionnaires were tested by applying them to a small sample of the population (a total of 20 people), to detect any possible errors in their elaboration, and to make corrections before the actual application.

**Table 7. Cronbach Alpha**

Variable	Results
Use of anglicisms	0.592
Social media	0.852
Mass media	0.836
English as lingua franca	0.859

**Notes:** items measured with the results of the pilot test using the software SPSS. Own elaboration.

The Cronbach Alpha is an instrument of internal reliability that allows to determine if the instrument has reliability, according to this method, if the index is above .6 the item is valid and the project can continue, if not, the item has to be reformulated. The previous chart shows the results (this information is also available in the annexes).

## 4.2 Final Results

### 4.2.1 Descriptive Statistic

**Table 8. Descriptive statistics**

Variable	No. items	Media	Desv. típ.
Use of anglicisms	4	16.2286	1.95731
Social media	3	13.0571	1.22635
Mass media	4	16.8286	1.65915
ELF	4	17.4286	1.59321

**Notes:** items measured with the results of the test, using the software SPSS. Own elaboration.

In research, the typical deviation refers to the level of separation between the obtained results. To deduce whether the results are separated or not it is only necessary to see the index (shown in the chart), the statement is the following: the closer it is to 1 the less separated it is. In the chart it is shown that the results are close to 1, so that means that the results are not very separated.

## 4.2.2 Lineal Regression

**Table 9. Lineal Regression**

Variable	beta	t-student	Sig
Social media	.423	3.851	.000
Mass media	.351	3.095	.003
ELF	.371	3.115	.020

**Notes:** items measured with the results of test using the software SPSS. Own elaboration.

The lineal regression is useful to know if a hypothesis is rejected or not, in order to do that it is only necessary to look at the index shown in the chart, section “sig”, if the index is below 0.05 means that the results are reliable, the variable t-student is useful to know if the hypothesis is valid or not, if it is above the t-calculated (2.2) the hypothesis is accepted. In this case the results are within the accepted limit.

### 4.2.3 Compared by gender

#### 4.2.3.1 Descriptive

**Table 10. Descriptive statistics**

Gender	Variable	Mean	Standard deviation	Sig
Male	Use of anglicisms	17.0833	1.612	.008
	Social media	13.1667	1.203	.597
	Mass media	16.8333	1.340	.979
	English as lingua franca	17.5000	.978	.765
Female	Use of anglicisms	15.7778	2.010	.008
	Social media	13.0000	1.261	.597
	Mass media	16.8882	1.837	.979
	English as lingua franca	17.3778	1.862	.765

**Notes:** items measured with the results of test using the software SPSS. Own elaboration.

In the previous chart is shown the degree of separation between the each of the results, but the difference is that it is divided into two other variables, male and female, it shows the how they differ.

### 4.2.3.2 Lineal Regression

**Table 11. Lineal Regression**

Gender	Variable	beta	t-student	Sig
Male	Social media	.284	1.387	.179
	Mass media	.509	2.777	.011
	English as lingua franca	.358	1.800	.086
Female	Social media	.484	3.628	.001
	Mass media	.327	2.273	.028
	English as lingua franca	.211	1.417	.164

**Notes:** items measured with the results of test using the software SPSS. Own elaboration.

In the previous chart it is shown the lineal regression regarding the results given by two genders, male and female. It is useful to know if a hypothesis is rejected or not, in order to do that it is only necessary to look at the index shown in the chart, the sig and t-student are useful to know if the hypothesis is valid or not, if it is above the t-calculated the hypothesis is accepted. In this case, the chart shows that for men neither of the variables are related to their use of anglicisms, while in women, the only things that increases their use of anglicisms is the social media and the mass media.

#### 4.2.4 Hypothesis Test

**Table 12. Hypotheses Test**

Variable	Reject o nor reject	Sig
Social media	Non rejected	.000
Mass media	Non rejected	.003
English as lingua franca	Non rejected	.020

**Notes:** Own elaboration.

The chart shows the variable sig. to interpret the results, it is only necessary to take into account that if the index is below .5 means that the results are valid, and reliable and if they are, the hypothesis are not rejected.

Throughout this research the purpose was to prove the hypotheses that were postulated, in the previous chart it is shown that neither of the hypotheses were rejected, that is, each of the hypothesis are true.

#### **Conclusions**

The main objectives that were at the beginning of this research were achieved, which were mainly to investigate the relationship between a phenomenon (the use of anglicisms) and its possible origins or causes (the use of social media, the impact of the mass media and English as a lingua franca).

Throughout the investigation different processes were carried out to reach a place, which was the verification of the hypotheses that were at the beginning and in the approach of the investigation. Different software tools were made to be able to

carry out different arithmetic calculations in order to analyze the results obtained throughout this exhaustive project.

In this research the approach was quantitative, because the data needed to be validated throughout a statistical process in order to have more reliability. In the future this research will be carried out in a qualitative approach, in order to have a deeper interpretation of the results.

In short, it was concluded that the use of anglicisms was highly related to the variables that were proposed as possible causes, that is, it was concluded that the use of anglicisms was closely linked to the use of social networks or social media, the mass media and to the use, communication or transmission of English in daily life (that is, using English as a common and global language).

Throughout the investigation it was possible to find a quite diverse material that served to deepen the subject despite the little existence that exists in the different virtual repositories. Most of the sources consulted did not cover all the content presented here, they only spoke partially, making it difficult to deepen the issue by focusing on only a portion of the phenomenon.

This investigation tried to join all these fragments to form something more solid. In addition, with the results obtained it was possible to establish a line that related all that theory and that very few theorists and other investigations had tried. A relationship between each of the variables could be established.

This research exposed a problem of relatively recent origin that is occurring worldwide, in addition to making known some of the causes of this phenomenon. This is helpful for different language theorists, institutions such as the RAE or simple professors of different universities, because the research gives a new and modern approach to this topic, which serves to update updated material, such as books on language, scientific articles or even the elaboration of didactic material or also the inclusion of this topic in the field of sociolinguistics.



In this investigation, surveys were carried out, which were carried out on a virtual platform, this with the purpose of facilitating the filling of the questions to later collect the results that would denote the answers to the research question.

However, there was an important obstacle that should be noted so that in future research it is taken into account: the use of digital platforms although it facilitates the process of data collection, it may cause respondents to not be able to request assistance if they have some concern or doubt, and this in turn makes the respondent have to select an answer even if he has not understood the question, and in the end this provides non-true data about the respondent, which in the end only damages the veracity and reliability of the final results.

In this investigation a transversal work was carried out, that is to say that the study was carried out at a certain time and at a specific time, in addition to that it was carried out in a specific population for practical purposes, since it was the population that was closest and also the people who conformed the population were people that knew each other (which facilitated the application of surveys for the study).

In the future this investigation will be carried out in a different way, the research will be focused in different points or places, not only in one, it will be focused on people with different characteristics (that is, that have differences to those of the rest of the group), furthermore, the research will be performed in several time points. All this will make the results more diverse and can be analyzed as the phenomenon interacts in other environments or contexts, and as a result there will be more content to study.

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