

**Luján-García, C. (Ed.). 2021. *Anglicismos en los nuevos medios de comunicación. Tendencias actuales*. Granada: Comares.
ISBN 978-84-1369-145-9 (162 pages)**

M^a EVA PIÑEIRO FARIÑA
UNIVERSITY OF SANTIAGO DE COMPOSTELA

The influence of the English language around the world cannot be denied at this time and age mainly due to the supremacy of the American culture which has made possible the proliferation of anglicisms in a number of languages (Furiassi, Pulcini & Rodríguez González, 2012). Spanish is no stranger to this influence and, as a result, it has been the object of study often associated (especially in the United States) to concepts, such as language contact, bilingualism, code-switching, Spanglish and second language learning (Zentella, 1997; Otheguy & Zentella, 2007; Potowski & Cameron, 2007; Dumitrescu, 2014; Moreno-Fernández, 2017; among others). The role of the press in the spread of this influence has also been attested by the work of Peninsular scholars (Marcos Pérez, 1971; Rodríguez González, 2008), who, on many occasions, have focused on specific semantic fields within the framework of English for Specific Purposes (ESP) (López Zurita, 2005; Tejedor, Cabellos, Cabanillas, Cerdá & Díez, 2005; De la Cruz, Tejedor, Díez & Cerdá, 2007; Balteiro, 2014; Núñez Nogueroles, 2017). The influence of English has also been intensified thanks to the rapid development of technology and global communication systems at the end of the 20th century (e.g., the Internet) and during the first two decades of the 21st century, which, as a result, has raised more academic interest in this field. It is precisely in this context of global communication where English seems to be the predominant and dominant language in different thematic areas ranging from economics to fashion where the work under revision here seems to have found its niche.

As a matter of fact, this volume, edited by Carmen Luján-García, is the result of a wider research project entitled *España y América: intercambio lingüístico y cultural. El impacto de la cultura anglo-norteamericana en la identidad de los españoles a través de los medios de comunicación*, which has been developed by Luján-García herself in cooperation with other scholars who also have contributed their research to this volume. This project, subsidized by the ACIISI (*Agencia Canaria de Investigación, Innovación y Sociedad de la Información*), agglutinates a collection of six research articles which offer a descriptive—not prescriptive—and empirical analysis of the influence of English on the most prevalent sources of news information today in Spanish, the digital press, and social media. The book opens with an introduction by Luján-García and is then divided into two differentiated sections which include six more chapters altogether. The first part focuses on the anglicisms used in digital newspapers

and magazines and the second one explores the anglicisms employed in social networking sites, more specifically *Facebook*, and Internet forums.

In her introductory chapter, *Anglicismos, medios de comunicación y redes sociales*, Luján-García presents the main objectives and the structure of the book, together with the framework behind the study and some of the most recent research that has been done in this field. The volume focuses on those anglicisms that have been incorporated by some of the digital press published in Spanish, viewing them as a positive contribution to the language, contrary to what some more traditional scholars have often believed. Within the framework of *Computer Mediated Communication* (CMC), the book intends to explore the effects of using digital tools on newspaper communication. Among the studies mentioned by Luján-García which focus on the use of these foreign importations in mass media, of particular interest is the recent work by Alvarez Mellado (2020) and her *Observatorio Lázaro*, a project that aims to document and analyze the anglicisms used in the digital version of the main eight newspapers in Spain, which is in close connection with Luján-García's project. Luján-García ends her introduction with some open questions for the reader meant to reflect on the changing ways of communication, which she hopes can be answered by the articles in the volume.

The first section of this monograph starts out with the article *El inglés y el español ante la globalización: una muestra de anglicismos en el ámbito de la economía* by Javier Medina López. In addition to giving a very complete account of the development of the phenomenon of globalization throughout time, together with the role of English and the growing role of Spanish within this phenomenon, Medina López offers a qualitative and quantitative analysis of an extensive sample of anglicisms incorporated by both the general and the specialized press in the field of economy. Medina López describes these anglicisms as very active, but at the same time very unstable since, while on some occasions they become fashionable and are forgotten later on, on other occasions, this lexicon is incorporated into the general use of the language (not specialized).

In Chapter II, *El look de las celebrities o la imagen de los famosos. La influencia del inglés analizada a través de las secciones sobre gente y estilo en la prensa*, Cristina Tejedor Martínez compiles a selection of anglicisms related to personal image in those sections of the press devoted to 'people' and 'style' in the digital version of two national newspapers, *ABC* and *El Mundo*. By focusing specifically on the analysis of direct lexical borrowings (Pulcini, Furiassi & Rodríguez González, 2012: 6-7), Tejedor Martínez studies the degree of adaptation of those anglicisms in Spanish using as a reference the *Diccionario de la lengua española de la Real Academia* (DLE) and Rodríguez González's *Gran diccionario de anglicismos* (2017). She concludes that the high productivity of anglicisms (mainly unadapted) is grounded on two main reasons: 1) the apparent need for efficient and expressive communication related to the process of naming new objects and concepts; and, 2) the need to express experiences related to new social, cultural, economic, and technological realities. Considering this high productivity of anglicisms in present-day Spanish, Tejedor Martínez also predicts a change in the lexical system that may have repercussions in other linguistic systems.

In Chapter III, *Anglicismos en los titulares del periódico digital Canarias 7. Categorías, usos y funciones*, M^a Isabel González Cruz focuses on one regional publication, *Canarias 7*, and offers a quantitative and qualitative description of the anglicisms found in its headlines regarding form, grammatical categories and socio-pragmatic functions. From this data, González Cruz observes three main tendencies: 1) more than half of the anglicisms studied are proper nouns; 2) there are no fixed norms for anglicisms as far as typographical conventions are concerned; and, 3) most of the anglicisms found have a referential function. Although González Cruz warns against the dangers of snobbism when using anglicisms, she still admits that they enrich the existing Spanish lexicon.

The last article devoted to the analysis of the digital press is *Tips de tu bff sobre make-up: el uso de anglicismos en revistas digitales en español para jóvenes adolescentes* by José Antonio Sánchez Fajardo. Through the self-compilation of a corpus of data, Sánchez Fajardo explores the use of anglicisms in two digital magazines, *Tú* and *Seventeen*, which are oriented towards an ample teenage readership that includes the Spanish-speaking world as a whole. The main objective of his work is to analyze the typology of direct lexical borrowings and offer, on the one hand, a syntactic and semantic classification according to Pulcini et al's taxonomy (2012) and, on the other, a categorization of the semantic fields that the anglicisms belong to, together with their lexicographical use. The results show that unadapted anglicisms (mostly nouns) belonging to the field of fashion are the most productive type and their assimilation process is triggered by an expressive function. Sánchez Fajardo also concludes that the teenage speech community seems to feature an ephemeral and argotic lexicon since half of the lexical units analyzed in his study cannot be found in reference dictionaries.

The second section of the volume sets off with the article *Este jugador está en el top ten de los cracks: anglicismos en la prensa deportiva en las redes* by María Jesús Rodríguez-Medina, which focuses on the anglicisms used in social networking sites in the field of sports. Although the use of anglicisms in the area of sports has been extensively studied in the mass media, as Rodríguez-Medina herself admits, this time she fills in a gap that has not been explored before, social media. Thus, she focuses on the language used on *Facebook* by both the sports publication *Marca* and also the users of this social networking site, which allows her to explore not only the main tendencies in use but also the attitudes towards sports' anglicisms on the part of real speakers. Thus, the results show a high productivity (69.4%) of the anglicisms associated with sports (especially football), most of which are pure anglicisms (151 tokens out of a total 173). She also points out that while journalists use typographical markers to introduce the anglicisms, regular users do not employ this convention. However, she finds that both journalists and regular users prefer an adapted form to an unadapted one when the two options are available (e.g., *derbi* vs *derby*). Rodríguez-Medina concludes that her research is just a first step and it would be desirable to further expand this line of study in other social networking sites such as *Twitter* or *Instagram* or other European languages, something which would surely strengthen this initial approach to the use of sports anglicisms in social media.

The last article of the volume, *Anglicismo léxico, eufemismo y tabú sexual en foros de internet* by Eliecer Crespo-Fernández, analyzes the expressive use of the unadapted lexical anglicisms used in two Internet forums on erotism and sexuality, *Foro en pareja* and *Foro sexualidad*. Within the framework of linguistic taboo and CMC, Crespo-Fernández aims to unveil the connotations and the underlying reasons that lead the participants in those forums to use anglicisms. Crespo-Fernández highlights the linguistic value of these anonymous forums, which constitute a very valuable tool to access real language in its context since the users feel that their private life and social image are safe. The results show that the anglicisms associated with sexual issues are mostly used quasi-euphemistically to both provoke and attract the interlocutor's attention and show a sense of belonging to a particular group. However, only a small number of them are used with a euphemistic intention to mitigate terminology subjected to linguistic taboo.

As a whole, Luján-García's volume is a valuable source of information on the use of anglicisms today in a variety of thematic fields (e.g., economy, fashion, sexuality, sports), social groups (adults vs. teenagers) in the digital press (at the regional, national and international level) and social media which can be used as reference by any scholar who specializes in the area of linguistic borrowing or is simply interested in this field. It also shows some insight on how the digital press and social media are changing the way in which we communicate, i.e., transcending borders and languages in order to find more efficient or/and

more expressive ways to describe a particular reality. The results of each piece of research show certain common patterns across the board: 1) the predominance of unadapted forms which often correspond with nouns; 2) the referential and/or expressive function of anglicisms; and, 3) the value of digital media and social media to x-ray the reality of language as of today. In this sense, although each article focuses on a particular semantic field, social group or digital publication, overall, they offer a cohesive piece of research. Without a doubt, *Anglicismos en los nuevos medios de comunicación* constitutes a state-of-the-art reference to the status of linguistic borrowing in Spanish at the moment which can be an open door to further research in this field.

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