

Classification of English loanwords in Business Spanish

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The article deals with the phenomenon of linguistic borrowing from English into Business Spanish. The author offers a classification of loanwords supported by examples from Spanish business media, identifies different groups of loanwords depending on the degree of their assimilation, analyses their role in Spanish economic discourse, and explores the use of some of the loanwords in the Spanish business press. The article also focuses on the link between globalisation and the spread of Anglicisms in the Spanish language, and studies the significance of linguistic borrowing in the field of translation.

KEYWORDS: *linguistic borrowing, loanword, neologism, Anglicism, Spanglish, assimilation, xenisme, calque, false loan, business discourse*



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1. INTRODUCTION

Languages are dynamic, which means they change and grow continuously, and linguistic borrowing is a clear evidence of this change. Linguists acknowledge that change is one of the most important demonstrations of the vitality of a language because it proves its evolution and specific features, as well as the state of its technical, cultural and emotive development. Today, English is the main linguistic donor worldwide, and Spanish is obviously one of the many languages on the receiving end.

The influence of the English language on Spanish, as in many other languages, is profound because English is a global language today and influences the lexicon of international business and economics, scientific and technical discourse and

dominates international communication across the world. No doubt it will continue to do so for some time to come. Business language is a good example of this influence, proving that English has become the working linguistic tool of the business world. Business Spanish, for instance, presents a remarkable example of an ongoing English-to-Spanish linguistic borrowing. This is in part due to the fact that in early 2000 Spain managed to achieve a rapid increase in wealth among the countries of the Eurozone, thus producing a new generation of bankers and financial officers who spoke fluent English and achieved financial and technological advances while aiming at expansion into global markets. While specialised Spanish associations have attempted to regulate the use of foreign words in Business Spanish by promoting the use of Spanish equivalents, Spanish-speaking

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business people still tend to prefer loanwords for practical reasons. The excessive usage of loanwords creates a range of problems because, unlike English, Spanish has an international language standard, regulated by the Real Academia Española (RAE), a legislative body with a remarkable status within the Spanish-speaking community. The RAE acts as a linguistic referee for the Spanish language, monitoring and updating standardised words and usages with some degree of regularity. Despite the efforts of translators to find equivalent translation in Spanish, in the areas of finance and business most of the neologisms are actually in English.

2. MATERIAL AND METHODS

The theoretical research was based on previous studies of the subject, such as those by Newmark (1988), Baker (1992), Diéguez (2004), Lázaro-Carreter (1988), García-Yebra (2003) and Alcaraz (2000). Another source is one of the basic works of Chris Pratt, *Anglicisms in the Spanish language*, published in 1980. A number of issues of the *Emprendedores* business magazine were also studied in search of up-to-date examples.

3. THEORETICAL BACKGROUND

Linguistic borrowing can be narrowed down to the introduction of phonological, morphological, lexical and syntactic items from one language or variety into another. Borrowing occurs when two languages are in contact. While the so-called language contact is commonly observed between two linguistic communities of close geographical association, territorial proximity has come to play a much lesser role today, as the society has become media-based. Language change makes use of virtual space to affect the way language speakers use foreign terms in their speech or writing. In this linguistic interaction, the language providing the term is called 'the donor', while the language acquiring the item is called 'the receptor' (Bickerton, 2016).

Although most linguists use the term *borrowing* to describe the incorporation of terms from one language into another, some Spanish linguists consider borrowing an inappropriate term to describe a linguistic transaction in which the receptor language does not return the term to the donor language. Rodríguez in his book *Functions of Anglicisms in contemporary Spanish* suggested using terms like *foreign word* or *alienism* when referring to borrowings (Rodríguez, 1996). However, despite the inappropriate semantic connotation, *borrowing* seems to be the term most used in the literature to refer to this linguistic act (Kaplan & Baldauf, 1997). Borrowings from

English have also been described as Anglicisms, neologisms, calque, and barbarisms.

Pennycook (2017) defines Anglicisms as items taken from English without any modification and specifies that calques appear when the term taken from the donor language is translated into the receptor language partially or completely (e.g. *lista de correo* – mailing list). Neologisms are lexical or semantic items created to name new inventions or concepts (e.g. *fax*, *módem*, *aplicación*). Barbarisms are foreign items written or pronounced inappropriately by speakers of the receptor language in their attempts to incorporate them into their language (e.g. *savear*). However, barbarisms can be replaced by translations that have already been proposed as ‘correct usage’ for the foreign items.

The difference in terminology is reflected in the first classification describing the form taken by foreign words adapted in Spanish. Hickey (2012) describes borrowings at the morphological, syntactic and lexical-semantic level. Morphological Anglicisms are borrowings adapting the morphological features of Spanish and eliminating the ones in the source language (e.g. *clubes*). Syntactic adaptations copy the word order, mode or aspect used in the source language, English (e.g. *López Editores*). Lexical-semantic borrowings are said to be the most frequent ones and consist of vocabulary items

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adopted in meaning or form by the receptor language (e.g. *correo-electronico*).

Montes (1993) presents categories like complete lexical borrowing, translation, semantic transfer or calque, morphosyntactic transfer and phonological transfer. The complete lexical borrowing reflects the adoption of the term in form and meaning (e.g. *internet*). Translation provides a term that imitates the source word in form and keeps the meaning (e.g. *computadora*). Calque refers to the semantic adoption of a term (e.g. *aplicación*).

Morphosyntactic transfer consists of copying the syntax or morphology of the source language (e.g. *el correo es enviado – se envía el correo*), and the phonological transfer copies the pronunciation of the foreign word (e.g. *pc – /pi-si/*).

A famous Spanish lexicographer Maria Moliner defines Anglicism as ‘an English word or expression used in another language’ (Moliner, 1999). A more specific definition is offered by the Dictionary of Royal Academy of Spanish Language: ‘(1) *Manner of speaking in English.* (2)

Own language. Word or turn of the language used in another language. (3) Using English words in different languages' (DRAE, 2001, p. 32).

In Spain, towards the end of the 20th century, several linguists studied the phenomenon of Anglicisms in peninsular Spanish. The pioneer in this field was Emilio Lorenzo Criado, who published several pieces of research into the topic in the 1950s and continued doing so until the end of the 20th century (Criado, 1996; 1999). In classifying Anglicisms, Criado (1996) follows the linguistic criteria and examines Anglicisms by their degree of integration into Spanish.

1. Non-adapted Anglicisms – borrowed English words which keep their original orthography and pronunciation (e.g. *babysitter, sandwich, club*).

2. Adapted Anglicisms – borrowed English words which have been adapted to the Spanish language either in their orthography or in their pronunciation (e.g. *boxer, futbol, filme, folklore*).

3. Fully integrated Anglicisms – borrowed English words which have been fully integrated into the Spanish language (e.g. *turista, rosbif, sueter*).

4. Calques – literal translations from English of concepts unknown to the Spanish speaker (e.g. *rascacielos – skyscraper, perrito caliente – hot dog*).

5. Semantic calques – Spanish words that due to their close similarity with a corresponding English word receive a semantic meaning that they didn't have before (e.g. *romance – amorios* from *romance*, *habilidad – competencia* from *ability*, *heroe – protagonista* from *hero*).

6. False Anglicisms – adaptations of English words that do not exist as such in the English language. There is an alteration from the original English form. Thus, nouns like *parking* are used in Spanish for *parking lot* or the mingling of a Spanish etyma with an English suffix, as can be seen in *puenting*, from 'puente' (*bridge*) plus the *-ing* suffix, to designate the activity of jumping from a bridge, as in bungee jumping.

7. Acronyms and abbreviations, such as e.g. *B2B – Business to Business; CFO – Chief Financial Officer; CMO – Chief Marketing Officer; GAAP – Generally Accepted Accounting Principles; LLC – Limited Liability Company; SOHO – Small Office / Home Office*).

Another significant figure is Chris Pratt, who took the decisive step towards understanding the modern concept of Anglicisms when he published his innovative work in the 1980s. Pratt shared many of Lorenzo's views and, like him, concentrated mainly on lexical Anglicisms establishing a solid categorisation of English borrowings. Chris Pratt defines a borrowing as 'a

linguistic element or group thereof which is used in the peninsular Castilian contemporary and whose etymon has an English model' (Pratt, 1980, p. 21).

Pratt also distinguishes between *the last etyma* and *the immediate etyma* explaining that the last etyma is the one that originally supplies a language. For example, in the case of the Spanish language, Anglicisms have been adapted from the English language but at the same time English has taken words from other languages. By contrast, the immediate etyma refers to the language that supplies the borrowing directly to the other language. Pratt (1980) writes that sometimes the linguistic facts are not enough to determine an etyma, so the external explanation is the answer to the source of borrowings. According to him, *'lexical Anglicisms are subdivided in univerbal lexical Anglicisms, and at the same time these Anglicisms are subdivided into patent Anglicisms which are those that are formed by just one word and the patent can be distinguished; and into non-patent Anglicisms which are divided in two groups'* (Pratt, 1980, p. 59).

These are traditional words or semantic calques which treat the Anglicism as a translation of the English term without any etymological relationship between the English word and its Spanish translation (e.g. *channel*). The author cites neologisms that are compound structures which have suffered a minimum orthographic adaptation.

Finally, lexical Anglicisms are subdivided into multiverbal and univerbal subtypes. Multiverbal Anglicisms are formed by more than one word and can be divided into two groups – complex binouns and collocations. Examples of complex binouns are *razcacielos* (skyscraper), *momento clave* (key moment), *coche bomba* (car bomb), *hora punta* (rush hour), *fecha limite* (limit date), etc. Examples of collocations are verb + noun type constructions (*lanzacohetes*), noun + adjective type constructions (*aire acondicionado*), adjective + noun type constructions (*proximo oriente*), and constructions with prepositions *de*, *en* (*campo de concentracion*).

Univerbal lexical Anglicisms are adapted (e.g. *boicot* – *boycott*, *boxear* – *to box*, *travelin* – *travelling*) or non-evident Anglicisms (e.g. *agresivo* vs *activo*, *dramatico* vs *sensacional*).

Stone (2007) introduces the diachronic aspect of incorporation of Anglicisms into the Spanish language with the following definition: *'Anglicisms are words used in its English form or derived from English; words that came from other languages into English, and this, in Spanish; or English to Spanish through French; terms and words created by English-speaking people and introduced into Spanish; uniquely Latin words used in an English meaning (semantic loans or contamination); and translations of tropes, complex and English idioms'* (Stone, 2007, p. 85-86).

4. STUDY AND RESULTS

The influence of Anglicisms in the Spanish language has been especially noted at the end of the twentieth century as they gained popularity in daily conversation. Anglicisms are used in different areas, such as politics, film, gastronomy, education, sports, music, fashion, and entertainment. For example, in politics, the word *lobby* (a group which tries to influence legislation and policy decisions), *NAFTA* (*North Atlantic Free Trade Area*), *mitin* (from *meeting*). In film, there are Anglicisms like *casting* (the selection process of actors in a play or film), *remake* (updated version of a movie), and *western* (movie set in the American West at the time of colonisation). In gastronomy, *rosbif* (comes from *roast beef*), *texmex* (a fusion of Texan and Mexican food), *fast food* (pre-cooked food prepared quickly), *snack* (small quick bite to eat outside), *picnic* (outdoor meal), *pudding* (English dessert made from flour, milk, eggs and fruit), etc. In education, *test* (exam), *mid-term* (the middle of an academic year), *campus* (the area where the buildings of a school or college are located) are common. In sports, *basket* (from *basketball*), *penalty* (punishment imposed for breaking team rules), etc. In music, *folk music* (traditional music), *New Age* (Electronic music style that induces calm and peace) and *heavy metal* (hard rock music with a rhythm that is played with very high amplification). In entertainment, *performance* (presentation or public display in theatre, film, or music), *late show* (entertainment

‘In the 1980s Spain joins international organisations such as CEE, NATO making the country more influenced by external cultures’

TV shows or movies usually beginning after midnight).

Concentrating more on the Anglicisms which are present in modern Business Spanish, one can observe the appearance of a large number of economic loanwords dating from the end of the twentieth and the beginning of the twenty-first centuries. In the 1970s (later époque of Falangism), Spain started to collaborate with the USA. New processes of industrialisation imported from the USA started and a new middle class appeared. Following a number of educational advances, ESP (English for Specific Purposes) appeared. In the 1980s, Spain joined international organisations such as the EEC (European Economic Community) and NATO, which increased the influence of foreign cultures. Finally, the 1990s opened up the principles of democratic freedom and the process of globalisation in the then-developing market economy.

This was reflected in changes in the Spanish language. In the 1980s, the beginning of the consumerism revolution, Anglicisms, such as

supermarket, second hand, self-service, gained popularity. The Olympic Games in Barcelona and the International Exposition in Seville in 1992 gave Spain prestigious international recognition. At the same time, English began to 'invade' Spain after the technological revolution introduced by the Internet.

The language of economics serves many diverse purposes. It provides the members of an economic community – customers, investors or bankers – with the tools needed to discuss various business issues. Moreover, this sublanguage is not only used by specialists who belong to a restricted and linguistically homogeneous group, since each particular individual takes part in economic relations in one way or another. This is why the language of economics is closely related to general language use, which feature is stressed by Katamba (2004) who states that sometimes the jargon of a specialist group seeps into the common language of the wider community. This is particularly likely to happen where the activities of that sub-group are fashionable or impinge directly on the life of the wider community.

Goods, techniques or fashions, although very important in intercultural exchange, do not govern the structure of these cultures. It is the language itself which influences not only other tongues but also the way a given populace speaks. The most remarkable sources of these influences are

loanwords. This is why so many loanwords appear in the language of economics, which is determined by intercultural contacts as well as by intra-communication within a given community.

Also, Spanish business language makes abundant use of abbreviations, new terms, neologisms, Anglicisms and impersonal constructions. The following features are typical of Business Spanish: (1) as a denotative language, it avoids polysemy (multiple meanings of one word) to avoid translation issues; (2) as a functional language, it tends to be neutral and devoid of metaphorical expressions; (3) it doesn't use subjunctive mood; (4) it prefers impersonal constructions; and (5) it tends to deploy verbs such as *ser, estar, haber, existir, darse, esperar, exigir*, etc.

Thus, economic Anglicisms are economic terms coming directly from English. The following terms were listed in the Dictionary of the Royal Academy of the Spanish Language:

- *boicot, devaluacion, planta* (1970);
- *auditar, balance, bluff, boom, brainstorming, centro comercial, centro editorial, centro industrial, clearing, consultoría, dumping, ejecutivo, establishment, especulaciones, especular, holding, leasing, marketing, máster, staff, stock, trust, trustee* (1984);
- *analista, consumismo, corporación, crack, deflación, devaluar, inc., lobby, marketing,*

‘One of the best-known loan areas is the phenomenon we refer to as a xenisme, a term for borrowings incorporated into the target language by means of no phonological or morphological transformation’

merchandising, self-made man (1992);
— *crac, deflactar, taylorismo, cheque, dólar*
(2001) (DRAE, 2001).

In the area of economics and finance, types of borrowings such as *necessary neologisms* and *luxury neologisms* can be found, depending on the reasons for their incorporation. *Necessary neologisms* are installed in the language out of a need for a new word which has no corresponding term in the target language, as is the case with *joint venture* or *dumping*. There is no easy or obvious translation for this term, therefore it has to be glossed and explained in Spanish. *Luxury neologisms* are incorporated for prestige reasons, as, in the area of economics, for example, is the case with *cash flow*, *hedge fund* and *call money* (*money loan repayable on demand*), all of which have an equivalent in Spanish (*flujo de caja*, *fondo de cobertura o de inversión libre* and *dividendo pasivo*, respectively). The original term is in most of the contexts considered more technical or influential.

In the specific case of economic discourse, the incorporation of new words is swift and immediate, even more than in other ‘loan-prone’ areas like journalism or even politics, due to the ever-changing, neological character of this type of discourse. That is why, and due to the phenomenal influence of English as the language of international communication, as well as the exceptional mobility of the language of commerce, four types of Anglicisms can be defined in the area of business, the result of a loan process from the source language.

One of the best-known loan areas is the phenomenon we refer to as a *xenisme*, a term given for the borrowings that are incorporated into the target language with no phonological or morphological transformation. *Xenismes* show the respect of translators towards the source language culture, but in some cases, they may become unnecessary, as the translator’s task is to translate and, therefore, to explain (Newmark, 1988). Examples of *xenismes* include *boom*, *CDs*, *credit default swaps*, *credit crunch*, *dealer*, *dumping*, *green shoe* and *insider trading*.

The next phenomenon is called *adapted loans* or *calques*. An adapted loan, or morphological calque, is a very common phenomenon in the realm of Spanish business and economics, for example with the words *suap* for *swap*, *reitin* for *rating*, *securitización* for *securitisation*. It happens

when xenismes are consolidated and made easier to use, an alien graphism has been transformed into a pronounceable one. Common collocations, names of organisations and the components of compounds like *salto del gato muerto* for *dead cat's bounce*, *FMI* for *IMF*, or *mercado oso* for *bear market*, can be viewed as vivid examples.

Semantic calques describe a word or expression in one language which semantic components are translations from another language.

Nouns: *Posición* (puesto de trabajo) > *position*; *firma* (empresa) > *firm*; *planta* (fabrica) > *plant*; *canal* (cadena) > *channel*; *editor* (director) > *editor*; *encuesta* (investigación) > *inquest*; *corporación* (empresa privada) > *corporation*; *bancarización* > *banking*; *regularización* > *regularisation*; *sesión* (pase) > *session*; *sociedad* (gente conocida) > *society*; *company* > *tópico* (asunto, tema) > *topic*.

Verbs: *Posicionar* (colocar) > *to position*; *navegar* (guiar en Internet) > *to navigate*; *reportar* (depender de alguien) > *to report*; *asumir* (suponer) > *to assume*; *aplicar* (solicitar) > *to apply*; *rentar* (alquilar, arrender) > *to rent*; *contemplar* (tener en cuenta, considerar) > *to contemplate*; *explotar* (estallar) > *to explode*; *acceder* (tener acceso) > *to access*; *impactar* (influenciar) > *to impact*; *publicitar* (divulgar, anunciar) > *to publicise*.

Adjectives: *agresivo* (intenso, activo, dinamico) >

aggressive; *crucial* (decisivo) > *crucial*; *exclusivo* (especial, selecto) > *exclusive*; *serio* (importante) > *serious*; *sofisticado* (elaborado) > *sophisticated*; *tráfico* (tránsito) > *traffic*; *prospecto* (perspectivo, de futuro) > *prospective*.

The original use of *agenda* in Spanish is *diario* (diary). Nevertheless, this word is used in many articles with the meaning 'order of the day' in business meetings. This term was categorised by DRAE as an incorporated loanword bearing both meanings:

En esa reunión, el jefe de la diplomacia chilena presentará a sus socios diversas iniciativas 'para desarrollar una agenda de diálogo de la Alianza con los demás Estados de la región', anunció hoy la Cancillería.

The term *doméstico* is widely used in collocations like *domestic flights*, *domestic commerce*, *domestic communications* (*vuelos domésticos*, *comercio doméstico*, *comunicaciones domesticas*). In such cases, they just follow English examples, though in English the adjective *domestic* refers to something related to the home, family, or internal issues of a country. In this case, it's better to translate the word *domestic* as *nacional* (national) or *interior* (interior):

Según destacó el Banco Central en su informe de Cuentas Nacionales, se evidenció una

‘recomposición’ entre ambos factores por una ‘desaceleración’ del **consumo doméstico**.

Other examples of calques are *bancarotta* (bankruptcy), *Mercado bajista* (bear market), *burbuja* (bubble), *Mercado alcista* (bull market), *OPA oferta pública de adquisición* (IPO, initial public offering), *OPV oferta pública de venta* (IPO initial public offering), *OPS oferta pública de suscripción* (IPO initial public offering), *línea de crédito* (line of credit), *activo tóxico* (toxic asset) and *bono/hipoteca basura* (junk bond, mortgage).

As a general rule, if the Anglicism conforms to the morphological standards of Spanish, the user may decide to translate it literally. This particular case is an example of false transposition of a loanword, also known as a ‘false friend’. Semi-technical terms in both Business Spanish and English are often cognate terms, with a common Latin origin with, in some cases, totally different meanings in each language.

This is a rather dangerous area in the translation of business English into Spanish. The difficulty with these words does not lie in identifying equivalent business/linguistic phenomena, but rather in misidentifying some words with formal similarity but conceptual difference. For such words, their Latin source would convey an erroneous interpretation. When it comes to false cognates, we distinguish the words which are dangerous for

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the unwary speaker or translator, terms like guarantee (*aval*, not *garantía*), bonus (*retribución*, not *bono*) or corporation (*sociedad anónima*, not *corporación*) and numerous others, especially in the area of corporate and contract language, which have a similar morphology in both languages, but convey different meanings.

Such terms pose problems for Spanish speakers with little proficiency in English, or those with knowledge of English but little training in specialised business discourse.

The last area is that of *false loans*. This is a phenomenon that occurs occasionally, but relevantly, in Business Spanish, and needs to be identified as such by both the linguists and translators that move within the boundaries of business discourse in Spanish and English.

Previously, xenismes were identified as loanwords

from the source language, including words like *broker* for the Spanish *comisionista*, or *dealer* for *agente por cuenta propia*, where a minimum adaptation of graphetics (the way it is written) or pronunciation takes place.

On the contrary, false loans are not really borrowings, but are a consequence of the status and prestige of an international language such as English. They consist of an erroneous assimilation into the target language of a term that does not exist as such in the source language but has its morphological and phonetic origins in it as a *lingua franca*. False loans are words commonly

well settled in the target language, as their original or translation equivalent into Spanish have long been forgotten. In opposition to false friends, a false xenisme does not come from a paronym (a word derived from the same root as another word) or a common root in both languages, but its etymology belongs entirely to the source language. Indeed, terms like *leasing*, *trust* or *holding*, are used in the English version both in oral and written Spanish, both by specialists and non-professionals.

Nevertheless, all of these terms have a common feature, the fact that they seldom reflect their true meaning in the source language (see Table 1).

Table 1

Some false loanwords and their correct translation into Spanish

FALSE LOAN	ENGLISH ORIGIN	SPANISH TRANSLATION
actual	real	real, efectivo
agenda	agenda	orden el día
anotar	to annotate	comentar
aplicar	(to) apply	solicitar
argumento	argument	discusión
asistir	(to) assist	ayudar
asumir	(to) assume	suponer
aviso	advice	consejo
botar	(to) boot	autoarrancar
calificación	qualification	título
candido	candid	franco
capturar	(to) capture	captar

FALSE LOAN	ENGLISH ORIGIN	SPANISH TRANSLATION
clarificar	(to) clarify	aclarar
comando	command	orden
conferencia	conference	congreso
constricción	constraint	restricción
conveniente	convenient	oportuno
correctitud	correctness	corrección
cubrir	cover	Informar
cuestión	question	pregunta
decepción	deception	engaño
(por) defecto	(by) default	por omisión
desorden	disorder	alteración
destinación	destination	destino
editor	editor	redactor jefe
enfaticar	(to) emphasise	recalcar
evento	event	suceso
evidencia	evidence	prueba
extravagante	extravagant	derrochador
falta	fault	defecto
fuelle	font	tipo
gracioso	gracious	cortés
honesto	honest	honrado
ignorar	(to) ignore	no hacer caso
ilusión	illusion	irreal
instancia	instance	ejemplar
intentar	(to) intend	proponerse
largo	large	grande
lectura	lecture	conferencia
localización	location	lugar
media	media	medios

It is important to note that incorporations are, to a large extent, conditioned by discursive and contextual factors. Nevertheless, the analysis will have to take into account a relevant issue of the

context in which incorporations take place. Our focus has been based upon a sample of the specialised financial digital press, addressed mainly to financial users. We can observe that the

purest incorporations, xenismes, appear in the most specialised press, while combinations of pure loans + equivalence / adaptation coexistences and calques, are found in less-specialised sources.

Although there are many cases when Spanish equivalents can be found, Spanish professionals prefer to use loanwords with no change. Nevertheless, there are cases where Anglicisms cannot be avoided, as Business English has spread rapidly all over the world and often there is no time to find equivalents in other languages.

Regarding the morphological analysis of the adapted Anglicisms, the following adaptations can be observed. In most cases, a change of accent takes place together with the change in some letters and the addition of the letter *e* at the beginning of the word.

The largest number of Anglicisms in Business Spanish are nouns. Regarding the type of Anglicisms adaptation in the majority of cases there are non-adapted Anglicisms (e.g. *business*, *background*, *leasing*), phonetically adapted Anglicisms (e.g. *ranking*, *marketing*, *parking*), semantic calques (e.g. *agenda*, *doméstico*, *firma*) and translated calques (e.g. *rascacielos*, *supermercado*, *videoconferencia*).

The peculiarity of the Spanish business language is that the incorporation of new words coming from

English is swift and immediate, even more so than in other 'loan-prone' areas like journalism or even politics, due to the ever-changing, neological character of this type of discourse. Also, due to the phenomenal influence of English as the language of international communication, there is usually no time to adapt these loanwords, so that they are widely used without any adaptation, which represents quite a serious problem for the adherents of the 'pure' Spanish language.

5. CONCLUSION

Using English borrowings implies redundancy, as they coexist with native terms. Spanish business language is marked with frequently occurring English economic terms.

In fact, Anglicisms really shape the current economic lexicon in Spanish, and mass media in general also contributes to this phenomenon. While the underlying reason for the dominant status of Anglicisms is the need to lexicalise new objects, techniques and concepts, it also has a lot to do with the perceived prestige in using foreign terms.

On the other hand, there are situations where rapid growth of economic development makes borrowings necessary just because there are no semantic equivalences in Spanish. Although Anglicisms are part of almost every type of discourse, business, commerce and marketing

discourses do tend to take on the greatest share of English borrowings. At the same time, the presence of Anglicisms in Business Spanish can be observed from two philological perspectives, the natural process of contact and dialogue between two linguistic codes and the necessity to enrich the Spanish language where necessary. In fact, this argument has a positive and a negative side. The positive argument is that Anglicisms are a good influence on the Spanish language as they help people communicate, especially when used in fields such as technology, music, travel, education,

etc., and are useful where there is no equivalent in Spanish. Sometimes, as in the sphere of marketing, finance and commerce, the use of economic English loanwords is really inevitable. Translators working in this sphere intentionally opt for loanwords or calques for practical reasons, to make the terms understandable for specialists.

On the other hand, if a word exists in the Spanish language and is not particular to any field, it should be considered preferable for language preservation reasons.

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