

Isabel Balteiro*

*Departamento de Filología Inglesa
Universidad de Alicante, España
balteiro@ua.es*

THE INFLUENCE OF ENGLISH ON SPANISH FASHION TERMINOLOGY: *-ING* FORMS

Abstract

As has been the case with other European languages, Spanish has welcomed the arrival of English words, in spite of all purist efforts to the contrary. Moreover, it has not only adopted and adapted true Anglicisms but it has also created other forms based on English patterns, such mechanisms particularly visible in the fashion jargon in Spanish. In this paper we focus on *-ing* forms in the Spanish language of fashion, which may at times be genuine Anglicisms (formal or semantic ones) or false Anglicisms (analogical creations, that is, English-looking lexical elements), found in Spanish editions of fashion magazines such as *Vogue*, *Elle*, *InStyle*, *Grazia*, *Glamour*, and *Cosmopolitan*. The main aim of this study is to qualitatively analyse and classify *-ing* Anglicisms and false Anglicisms in the aforementioned jargon in order to establish whether the impact of English in the Spanish fashion jargon is so important as to replace native words and expressions.

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Key words

-ing forms, borrowing, Anglicisms, false Anglicisms, fashion jargon, Spanish.

* Corresponding address: Dr. Isabel Balteiro, Dpto. de Filología Inglesa, Facultad de Filosofía y Letras, Universidad de Alicante, Apdo. 99, 03080 Alicante, España.