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ANGLICISMS IN SPANISH MARKETING SPECIALISED PRESS

Abstract

The extensive use of anglicisms across languages and fields has been widely studied. However, the field of marketing has not received as much attention from linguists as other disciplines. Therefore, this paper aims to verify the prevalence of anglicisms in specialised Spanish marketing texts by analysing 250 articles extracted from the digital magazine *PuroMarketing* published between 2018 and 2022 (inclusive). The methodology involves classifying the 913 detected anglicisms based on their associative field, type, annual frequency, adaptation to the Spanish linguistic system, and whether they fill a lexical gap in the recipient language. The analysis includes the impact of the Covid-19 state of emergency on marketing discourse during this period. The findings reveal a growing trend in the use of anglicisms, especially in the fields of technology, digital marketing, and advertising, except for 2020 during the pandemic, which witnessed a shift in both usage trends and dominant associative fields. The study also shows that the prevalent cases are raw anglicisms with potential equivalents in the recipient language, addressing broader functions beyond purely linguistic concerns. This entails pedagogical implications for English for Specific Purposes (ESP) courses concerning the use of authentic materials and vocabulary acquisition.

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Key words

anglicisms, terminology, marketing, ESP, specialised press, Spanish.

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1. INTRODUCTION

The universal influence of English across nearly all conceptual spheres is evident today, largely due to the rise of social media, particularly among youth (Luján-García, 2013). In Spain, this transculturation phenomenon is significant, with English-derived vocabulary continually integrating into both professional and everyday contexts, including common fields such as food (e.g., *brunch*, *foodie*, *cupcake*), beverages (e.g., *gin tonic*, *cocktail*, *craft beer*), cars (e.g., *SUV*, *crossover*, *downsizing*), sports (e.g., *jogging*, *surfing*, *CrossFit*), travel (e.g., *booking*, *single*, *check-in/out*), music (e.g., *rock*, *rap*, *hit*), fashion (e.g., *leggings*, *shorts*, *crop*), stationery (e.g., *laptop*, *CEO*, *pen drive*), relationships (e.g., *bro*, *bestie*, *crush*), etc. This extends into professional environments, where English, more than ever, serves as the *lingua franca* (Kirkpatrick & Schaller-Schwane, 2022) in many disciplines, such as Advertising (Saadi Al-Subhi, 2022), Economics (De Hoyos, 2023) or Tourism (Basri et al., 2023).

The field of marketing is also affected by this trend. It has become a “linguistic habit” among marketing professionals (Fischer, 2019) who, usually lacking extensive linguistic knowledge, are already aware of this phenomenon and often overemphasise it. From an academic perspective, while research in disciplines such as Business or Tourism, among others, has been plentiful in the context of Languages for Specific Purposes (LSP), Marketing has not received comparable attention yet. One plausible explanation could be its relatively recent inclusion in the academic sphere, as it was not established as an independent university program in Spain until 2010. Despite this recent incorporation, there have already been studies on the use of anglicisms in this discipline, such as those by López-Zurita (2018, 2022). Consequently, this paper aims to contribute to this line of research, addressing the existing gap in the analysis of English lexical importations within this field.

The primary objective of this study is to empirically verify the widespread use of anglicisms in marketing through an analysis of 250 specialised articles published in the digital magazine *PuroMarketing* over five years, from 2018 to 2022 (equally distributed 50 articles per year).

As secondary objectives, the following research goals have been outlined:

1. To identify, quantify, and classify anglicisms according to their respective associative fields and their degree of integration into Spanish, as evidenced either by their inclusion in the Dictionary of Spanish Language (RAE, 2014) (henceforth DSL)¹ or by their spelling/phonetic adaptation.

¹ This dictionary has been selected as the primary reference source due to its prestige and scholarly authority. The Royal Spanish Academy, along with twenty-three other language academies from Spanish-speaking countries, forms the Association of Academies of the Spanish Language. The DSL is the academic lexicographical work resulting from this collaboration, aimed at compiling the general lexicon used in Spain and other Hispanic countries. The corpus began in 1780, and since then, twenty-three editions have been published, making it the reference dictionary for Spanish worldwide. The most recent version, the 23rd, is the seventh edition and was last updated in 2023.

2. To determine whether the use of raw anglicisms in this context is justified for lexical reasons or if it is driven by other pragmatic functions.
3. To analyse whether Covid-19 affected marketing discourse.
4. To reflect on the pedagogical implications of this research.

After this brief introduction, the paper is structured as follows: the Literature Review section provides an overview of research on anglicisms, focusing particularly on studies related to marketing. This is followed by Data and Methods, which outline the steps and procedures of the research process and Results, with the findings from our analysis, and the Discussion of these findings. Finally, some pedagogical implications are offered for teaching and learning English for Marketing, followed by the Conclusions of the study.

2. LITERATURE REVIEW

2.1. Anglicisms in Spanish

Spanish is a language rich in words resulting from centuries of cultural and linguistic contact. However, it shows few traces of anglicisms before the 18th century. According to the corpus of the *Historical Dictionary of the Spanish Language* (RAE, 2013), the very word *anglicism* did not appear in Spanish until 1774, as evidenced in José de Cadalso's work (1793), *Cartas Marruecas*.

Gradually, Great Britain and the United States increased the exports of English words, largely due to their technological advancements, particularly the pioneering role of Great Britain during the Industrial Revolution. Following World War II and throughout the 1950s, English firmly established its presence in Spain, driven by socio-political and economic factors (Rodríguez González, 2019). During this period, the Panamanian scholar Ricardo Alfaro began to express his interest and concerns about this linguistic phenomenon (Alfaro, 1948) and later, in 1964, published the first dictionary of anglicisms in Spanish. Since Weinreich's (1953) and Haugen's (1953) foundational studies on language contact, research into English dominance and its influence on other languages has expanded significantly (Furiassi & Gottlieb, 2015; Görlach, 2001, 2002). Efforts to define and categorise the term anglicism and its variables have similarly advanced. Seminal Spanish works in this field include those by Pratt (1980), Gimeno & Gimeno (1991), Lorenzo (1996), Rodríguez González (1996), Gómez Capuz (1997), and Medina López (1998), among others. Therefore, this paper, given its specific scope, focuses its theoretical framework on recent studies on anglicisms, particularly their diatopic and diaphasic dimensions, as these highlight their impact in contemporary contexts beyond the initial stages of definition. Consequently, we adopt the widely accepted definition in Spain as given in the DSL, which defines anglicism as: "1. n. A phrase or manner of speaking specific to the

English language. 2. n. A word or phrase from the English language used in another language. 3. n. The use of English words or expressions in different languages” (translated by the author). This definition aligns with Görlach’s perspective. This author, who has also published a dictionary and an annotated bibliography on European anglicisms (Görlach, 2001, 2002), defines the term 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 recipient language” (Görlach, 2003, p. 1). Similar to the DSL definition, Görlach’s focuses primarily on form, which some authors consider too narrow. Gottlieb offers a broader version, including “any individual or systemic language feature adapted or adopted from English, or inspired (...) by English models, used in intralingual communication in a language other than English” (Gottlieb, 2005, p. 163). Special mention should be made of the work carried out by the Global Anglicisms Database Network (GLAD). This group has established an international network of researchers focused on “linguistic and cultural anglicization” (Gottlieb et al., 2018, p. 4). Their efforts aim to consolidate all publications on language contact and anglicisms into a unified body. The most recent GLAD publication (Gottlieb, 2023) includes more than 4,500 works on anglicisms.

Most classifications of anglicisms are formal, relying on the orthographic characteristics of loanwords and their deviations from the rules of the receiving language. Lorenzo (1987) establishes an additional perspective, classifying anglicisms based on their mode of entry into Spanish and their degree of adaptation. We have adopted this classification as it best fits the study conducted in this paper. Consequently, the terminology and classification used distinguish between: raw or pure anglicisms; those in a period of acclimatisation; and, assimilated anglicisms, based on the degree of penetration and adaptation to the recipient language.

Regarding the pragmatic functions of anglicisms, Rodríguez González’s categorisation (1996) will be adopted. Building on previous studies by Hope (1971), Halliday (1978), Pratt (1980), and Bookless (1982), among others, Rodríguez González defines these functions as follows:

- referential or ideational: “Such borrowings fill an ‘ecological hole’ (HOPE, PRATT) of the language, in the sense that there is no alternative expression when they first appear” (p. 109).
- interpersonal or expressive: “This type of function is usually fulfilled by words and expressions that are stylistically marked and have an emotive connotation” (p. 111).
- textual: The textual function includes simplification, precision and clarity, variation of expression or attempts “to create a foreign atmosphere, while providing the text with a freshness, a vividness and greater authenticity” (p. 123).

Research from a diatopic perspective highlights the universality of anglicisms, as they appear in both, widely spoken and minority languages. Examples include German (Hunt, 2019), French (Wang & Yuan, 2020), Italian (Łukasik & Pulcini, 2021),

Russian (Sobirova & Sobirova, 2022), Spanish (De la Cruz Cabanillas et al., 2023), Chinese (Bryukhova & Geizerskaya, 2021), Serbian (Filipović Kovačević, 2023; Prčić, 2014), or Dutch spoken in Belgium (Schuring & Zenner, 2022), among others.

From a diaphasic point of view, anglicisms have entered specialised languages, professional jargon, and other specific lexical domains. The extensive bibliography on this subject includes key contributors who have established and consolidated these research lines, such as Hoffmann (1998), Wüster (1998), Cabré and Feliú (2001), Cabré (2004), Sager (2011) or L'Homme (2017), among others. Applied to specific lexical fields, this approach is exemplified by the works of Campos Pardillos (2011) on Law; Balteiro (2014) on fashion; Mykytka (2017) on photography; Luján-García (2020) on Pharmacy; Chang (2021) on Advertising; Luján-García (2021) on Media; Porrás-Garzón (2022) on Medicine; Bermejo Calleja (2023) on sports; De Hoyos (2023) on Economics; etc. Recent approaches highlight the prevalent use of anglicisms on the internet and social media, and its impact on young people (Arroyo, 2023; Spinelli, 2022), with analysis extending to their use in modern music genres, such as recent reggaeton (Blanco Castillo & Rivero Cruz, 2022).

2.2. Anglicisms in marketing

As noted in the Introduction, the field of marketing is significantly influenced by the prevailing Anglo-Saxon trend. Proficiency in English is highly valued in this sector, as it provides access to the most current and relevant industry information, leading to a discourse rich in anglicisms. Spanish is also affected by this global transculturation phenomenon. Among the limited literature on this diaphasic variation, Blesa Pérez and Fortanet Gómez (2003) outline the characteristics of marketing research articles from an academic perspective, without focusing specifically on anglicisms; López-Zurita analyses their use in both traditional (2018) and digital marketing (2022) academic contexts; Carroll et al. (2007) explore how language choice and multilingual situations influence marketing communication and its social perception, while Torres (2014) addresses the adaptation of professionals to digital media. Research in languages includes studies by Bobáková (2010) on German; Burcea (2016) on French; Ruiz (2016) on Spanish, German, and English; Panayotova (2018) on German and Bulgarian; Caimotto (2020) on Italian; etc. Notable efforts to standardise marketing terminology include TERM-CAT's (2017) on digital marketing in Catalan, Spanish, French, and English, and Lazović and Jovković's (2020) research, which contrasts English and Serbian marketing terms from a general perspective.

2.3. Specialised journalism

Specialised journalism marks a transition from an informative to an explanatory model, a shift that gained momentum after World War II and the decline in print newspapers sales during the 1960s and 1970s (Ronda & Alcaide, 2010, p. 170). This downturn prompted newspapers to introduce supplements and specialised sections to enhance publication quality and recapture readership. According to these authors, factors such as intense media, selective advertising acquisition, challenges in content delivery, gradual technological advancements, and audience fragmentation contributed to the rise of specialised publications targeting specific sectors. This is how specialised magazines emerge as periodic publications focusing on specific themes or disciplines, offering in-depth exploration beyond the scope of general interest publications. They serve as valuable resources for professionals aiming to stay current with the latest trends and developments, providing relevant information for enhancing skills and knowledge in their field.

PuroMarketing, a specialised magazine, was selected for this research due to its established reputation and significant influence within the professional sphere. *BlackBeast* (2019), a specific marketing website, lists *PuroMarketing* among the top eight marketing magazines in Spanish. Founded in 2007, *PuroMarketing* has accumulated over 120,000 subscribers, more than half a million social media followers, and attracts over two million unique users annually. It has solidified its position as a highly influential medium in the sector, serving a diverse audience of businesses, professionals, and marketing enthusiasts. The digital magazine covers eight distinct sections: Marketing, Digital Marketing, Advertising, Business and Enterprises, Technology, Trends, Media, and Events. It also includes editorials on subjects relevant to these categories, tailored to current issues. This setup enables the compilation of a lexicon finely attuned to contemporary circumstances. Consequently, all the analysed articles are sourced from this Editorial section.

3. DATA AND METHODS

The analysis covers the years 2018 to 2022 (inclusive) and was conducted over this period. Each year, 50 articles were randomly selected, totalling 250 articles over the five years. On average, each article contained approximately 760 words, amounting to over 190,000 words in the corpus.

Data curation was performed manually, involving a detailed reading of each article. Proper nouns, brand names, contests, publications, observatories, international reports, and other similar entities originally in English and context-specific were excluded. The identified anglicisms were recorded in an Excel spreadsheet and categorised based on their associative fields: economy (E), colloquial words and expressions (CW&E), digital marketing (DM), traditional marketing (TM), advertising (A), references to generational contexts (G), jobs (J),

social media (SM) and technology (T). A “miscellaneous” (M) category was also included for items that did not fit into the other categories. Upon extraction, the anglicisms were classified according to the following criteria: (i) year and article(s), (ii) associative field, (iii) types of anglicisms, and (iv) frequency.

Given the large number of identified cases (913) and the paper’s length constraints, this analysis will focus on quantitative examination and interpretation.

4. RESULTS

The classification of findings reveals the following distribution of anglicisms:

4.1. Year and article

The frequency of anglicisms shows a general upward trend, with a notable decrease in 2020. The number of distinct anglicisms per year is as follows: 2018: 163; 2019: 187; 2020: 149; 2021: 195, and 2022: 219. Additionally, an examination of anglicisms occurrence within each article revealed that, of the 250 cases analysed, only one in 2021 contained no anglicisms. Instances with only one anglicism appeared once each in 2018, 2019, and 2022. In 2020, the article with the fewest anglicisms had a count of three. Figure 1 illustrates the distribution of anglicisms per article for each year, categorised in groups of five.

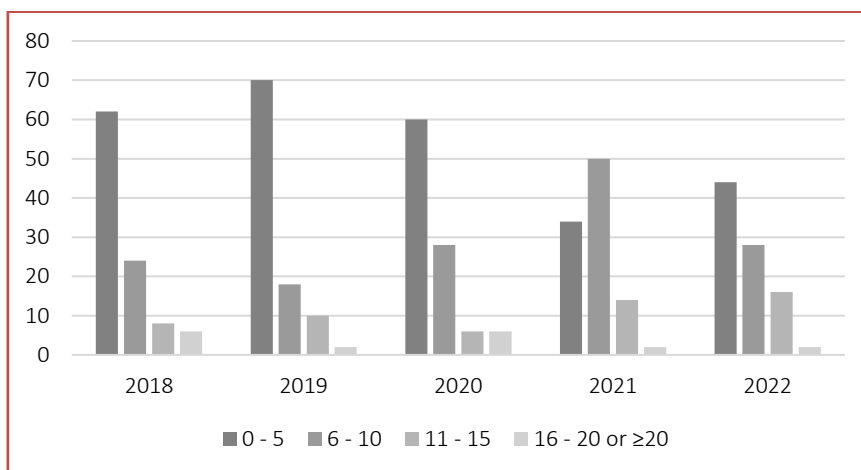


Figure 1. Number of anglicisms per article/year

Combining this information with the preceding data shows that most articles include one to five anglicisms. Furthermore, there is a trend of increasing frequency,

with six to ten cases common in 2021, and a more varied distribution in 2022, revealing a notable rise of appearances per article.

4.2. Associative field

The findings on the number of anglicisms across the analysed associative fields are as follows:

ASSOCIATIVE FIELD	Year				
	2018	2019	2020	2021	2022
Generations (G)	2	8	1	6	3
Colloquial words and expressions (CW&E)	4	10	4	12	8
Economy (E)	10	15	10	7	11
Jobs (J)	10	21	6	12	33
Traditional marketing (TM)	12	15	14	16	21
Social media (SM)	14	8	10	8	12
Miscellaneous (M)	17	26	28	30	16
Advertising (A)	19	25	24	33	35
Digital marketing (DM)	29	16	29	18	26
Technology (T)	46	43	23	53	54
TOTAL (913)	163	187	149	195	219

Table 1. Anglicisms and associative fields per year

Table 1 above illustrates a significant upward trend in the incorporation of lexical imports from English, with the exception of 2020, when the trend temporarily halts; however, it resumes in 2021. The influence of English and its inexorable rise is evident, as demonstrated by the notable increase from 163 to 219 anglicisms within five years.

Figure 2 below depicts the annual trends experienced by each associative field over the period under analysis.

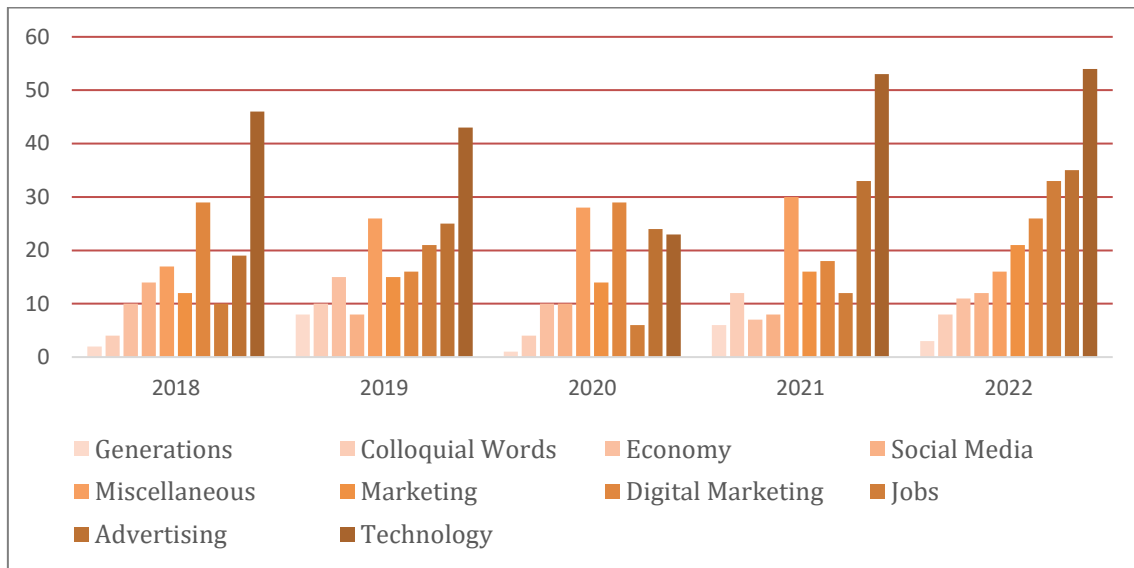


Figure 2. Associative fields

As observed, references to various generations (G) are primarily anecdotal and do not indicate a significant usage of such words or phrases; they may be included to convey a sense of contemporaneity, similar to other languages. Indeed, the terms *generación Z* and *milenials* are also widely used in Spanish.

The realm of colloquial words and expressions (CW&E) is also rather limited, which is predictable given the nature of a digital magazine targeting marketing professionals, where informal language rarely appears.

Economic terms (E) and those related to social media (SM) also maintain a subtle presence. Common anglicisms such as *blog*, *meme*, and *story* (SM), as well as terms like *best practices*, *business*, *freelance*, *industry*, *share*, *startup*, and acronyms like *B2B*, *B2C*, or *ROI* (E), for example, are integrated into the articles, written as spelled in English without explicit clarification of their meanings. This may suggest an assumed familiarity among specialist readers.

The magazine’s specialised focus is evident in the substantial use of anglicisms within the sphere of digital marketing (DM), surpassing traditional marketing (TM) throughout the analysed period, and advertising (A) in 2018 and 2020. Examples include:

DM: *adtech*, *e-shoppers*, *first-party data*, *IDFA (identifier for advertiser)*, *link building*, *marketing automation*, *mobile CRM*, *performance marketing*, *third-party data*, etc.

TM: *corners, craft leads, live shopping, marketero*,² *marketplace, packaging, premium, prime, pop-up store, retail, sales, shopping, stock, store, etc.*

A: *branding, brand strength index, business of experience, buyer journey, consumer engagement, customer data platform, early adopter, storydoing, trend spotting*,³ etc.

However, anglicisms are most prevalent in the domain of technology (T) (except for 2020). Some examples are:

T: *AIOps, backlink, blockchain, cloud computing, deep learning, digital twin, DPA (Digital Process Automation), H1, H2, Hub, over-the-top (OTT), streaming, etc.*

The trend of naming professions in English (J) is evident and shows a consistent annual increase (except for 2020):

J: *advertising sales director, business development director, CEO, CMO (Chief Marketing Officer), CPO (Chief Privacy Officer), executive manager, etc.*

Finally, the miscellaneous (M) section peaks during the pandemic year and the following one, reflecting a shift in readers' interests due to the health crisis. Notably, 2020 marks a clear anomaly, breaking the upward trend observed in all associative fields before. During this period, traditional marketing decreased in importance relative to digital marketing, while other non-specialised topics gained prominence. The term *customer experience (CX)* first appears in 2020, signalling the start of a customer-centred strategy that will evolve in subsequent years.

This section contains a higher number of anglicisms in the DSL compared to more specialised associative fields, such as *comfort, kit, rally, ranking, record, set, shock, test, top, and ticket*. Additionally, a crucial untranslatable raw anglicism directly related to the pandemic emerges: *cocooning*. Defined as the practice of spending leisure time at home rather than going out (Merriam-Webster, 2019), it reflects habits acquired during the Covid-19 crisis or new realities of staying at home. Examples include *comfort food, commodity, dark kitchen, dark store, delivery (home delivery), e-learning, feel good, fitness, small shopping staycations, take away, wellness, etc.* The increase in the use of equivalents and explanatory periphrasis in 2020 compared to previous years indicates a perceived need to clarify English terms more extensively, possibly due to a broader or less specialised readership or subjects, e.g., *research/investigación; environmentally friendly/los que son respetuosos con el entorno; WTTC/Consejo Mundial del Viaje y*

² As mentioned below, *marketero* (from market + the Spanish suffix -ero), unlike the other examples which are mainly raw, is a Spanish-adapted anglicism whose usage has been increasing over the years, even though the DSL does not include it, only *marketear*.

³ Some of these expressions are rather long and do not align with the speech economy concept. This supports the previously discussed pragmatic functions of anglicisms.

Turismo (acronyms in English and explanation in Spanish), *staycations/vacaciones en casa y atracciones turísticas locales*,⁴ etc.

In 2021, this trend is reaffirmed, with a notable rise in anglicisms which continues in 2022.

4.3. Types of anglicisms

This classification includes the following types of anglicisms: (1) raw, (2) in acclimatisation period, or (3) assimilated (according to the DSL). For raw anglicisms, there is an additional distinction between Necessary Raw Anglicisms (NRA), which address a lexical gap in Spanish, and Unnecessary Raw Anglicisms (URA), whose presence is not purely linguistic.

4.3.1. Raw, in period of acclimatisation and assimilated anglicisms

Raw anglicisms clearly dominate, while the number of assimilated ones remains largely consistent each year. Those in the acclimatisation phase are nearly imperceptible, as shown in the following table:

TYPE OF ANGLICISM	Year				
	2018	2019	2020	2021	2022
Assimilated	14	12	16	12	15
In period of acclimatisation/ blended	2	1	3	2/1	3/4
Raw	147	174	130	180	197
TOTAL	163	187	149	195	219

Table 2. Types of anglicisms per year

Differentiating between assimilated and raw anglicisms can be challenging. To determine the categorisation of the analysed terms we used the criteria established by the DSL: round letters denote assimilated and derived terms while italics indicate raw anglicisms. The dictionary also labels assimilated terms as originating from English (“*Del ingl./From Engl.*”), whereas raw loanwords are directly classified as English terms (“*Voz ingl./Engl. term*”). However, as Ramírez García (2020, p. 186) points out, some inconsistencies remain, and this distinction is not always clear-cut.

The assimilated cases observed, although nearly consistent in number, vary each year and include (with spelling discrepancies from the articles in parentheses): *blog*, *bloguera*, *bonus*, *clic* (also *click*), *clicar* (also *clickar*), *confort* (also *comfort*), *chat*,

⁴ It is noteworthy that marketers frequently use English words and expressions even when Spanish equivalents exist. This phenomenon illustrates again that anglicisms serve functions beyond mere lexical or linguistic needs, reflecting broader trends, fashions, and social practices.

chatear, chip, champú, estándar (also *standard*), *estandarizar, eslogan* (also *slogan*), *fan, estrés, hándicap, kit, líder* (also *leader*), *meme, récord* (also *record*), *rol, set, tique* (also *ticket*), *top, tuit, test, trailer, and web*. The word *zoom* appears in its English form and not the assimilated *zum* (already included in the DSL as “From Engl. zoom”), so it has not been added to this list.

In 2018 the anglicisms in the acclimatisation period include *targetizar* (derived from English *target* + the Spanish suffix *-izar*) and *retuit* (from the Spanish prefix *re-* + the assimilated English *tuit*).

In 2019, only *marketero* (from *market* + the Spanish suffix *-ero*) appears; the DSL only includes *marketear*.

In 2020, *marketero* appears again, along with *customizar* (from English *custom* + the Spanish suffix *-izar*) and *brandeado* (from English *brand* + Spanish suffix *(e)-ado*).

In 2021, *hypeada* appears (from English *hype* + the Spanish suffix *(e)-ada*) and, once again, *marketero*. A blended compound also emerges, combining the assimilated *top* and the raw *trend*.

In 2022, the DSL classifies *catering* as a raw anglicism, although it could already be considered within the acclimatisation phase due to its adaptation to Spanish phonetics, pronounced as /'katerɪŋ/, compared to the English /'kɛtərɪŋ/. Similarly, *clúster* shows signs of acclimatisation with the Spanish diacritical accent in “-ú-”. *Marketero* continues its consolidation, and four blended cases emerge, *voice chat, web laptop, web mobile, and website*, where *chat* and *web* are assimilated.

The majority of raw anglicisms are not included in the DSL, except for *banner, feedback, hardware, lobby, output, ranking, rally, sex shop, shock, show, software, spam, and stock*.

4.3.2. Necessary or unnecessary raw anglicisms

Table 3 below shows the distinction between the number of Necessary (NRA) and Unnecessary Raw Anglicisms (URA):

NRA / URA	Year				
	2018	2019	2020	2021	2022
NRA	37	46	33	38	41
URA	125	141	116	155	178
Blended	1	0	0	2	0
Total	163	187	149	195	219

Table 3. Necessary raw anglicisms and unnecessary raw anglicisms

As observed in Table 3, most anglicisms are unnecessary (URA), indicating that their usage serves purposes beyond mere reference. They often fulfil expressive functions, imparting a sense of modernity and professional status, (e.g., job titles (J)). In other instances, they serve textual functions purely for linguistic economy (e.g., *ad-blocker/bloqueador de anuncios*, *blocking software/software de bloqueo de anuncios*, *CEO/director/a ejecutivo/a*, *curator/curación de contenidos*, *digital signage/señalización digital dinámica*, *start-up/empresa emergente*, *RSS/aviso de actualizaciones de páginas web*, *SEM/marketing en motores de búsqueda*, *SEO/optimización en motores de búsqueda*, etc.). Their meanings are assumed to be familiar to field experts, as they typically appear without Spanish equivalences or explanatory periphrases, including acronyms such as *OOH*, *DOOH*, *RSS*, or *VoD*, for example.

Necessary Raw Anglicisms (NRA) are those that lack suitable Spanish equivalents and typically serve a referential function for English-coined terms with no current translation. They often pertain to technological advancements (e.g., *reel*, *feed*, *hub*, *gif*, *in banner*, *in-read*, *in stream*, *in-test*, *RSS feed*, *video skin*, *video takeover*, etc.), or highly specialised marketing terms (e.g., *first-*, *second-* or *third-party data*, *peak TV*, *claim*, *storyscaping*), as well as neologisms like *athleisure* (derived from *athletic* and *leisure*) or *cocooning*, which gained popularity during the pandemic.

Occasionally, compounds that include both a URA and an NRA are noted, where a necessary component coexists with an unnecessary one. Examples include *blocking software* in 2018, and *boomer house* or *boomer influencer* in 2021 (where *software* and *boomer* are necessary).

There are other instances where terms may be classified as either URA or NRA depending on the context. For example, the term *banner*, used in 2018, 2019, and 2020, could be considered a URA in a non-specialised context, where it translates to *banderola* or *pancarta*. However, in the specialised field of digital marketing, it is an NRA due to the lack of Spanish equivalent for “a piece of digital advertising that combines images, text, and sometimes sound and interactive elements, which is integrated into web pages to enhance visibility for a brand, company, or campaign” (translated by the author) (Tomas, 2019). Similarly, *pop-up*, which emerges in 2021, can be classified as URA or NRA based on its usage. It is a URA when referencing the computing term (in Spanish *ventana emergente*); however, it is considered an NRA when referring to the temporary retail format that materialises in a space and disappears after a period, offering an exclusive experience for the consumer.

4.4. Frequency

To analyse the frequency of anglicisms, the focus is on those appearing in three or more articles each year, excluding their repetition within each article.

In 2018, the anglicisms mentioned in three articles are *feed*, *mobile*, and *social media*; *web* appears in four; *e-commerce* in five; *engagement* and *marketero* in six; *influencer* and

its variants (*micro-influencer*, *nano-influencer*, etc.), along with *smartphone*, are found in eight articles; *online* is the most prevalent, with 22 appearances.

In 2019, usage frequency exceeds that of 2018. *Banner*, *click*, *emarketer*, *stories*, *podcast*, *rebranding*, *follower*, *retailer*, *smartphone*, *feed*, and *web* (the latter three experiencing a decline compared to the previous year) appear in three articles each. *Cool*, *spam*, *player*, and *engagement* are featured in four articles. *Influencer* appears in five articles, and *millennial* in six. *Marketero* ascends to seven articles while *boom* and *ecommerce* are mentioned in nine. *Online* remains the most common anglicism, though its frequency decreases to twelve articles.

In 2020, *player* is mentioned in three articles, while *delivery*, *influencer*, and *VoD* appear in four each. *Record*, *stock*, and *streaming* are cited in five articles, and *boom*, *email*, *marketer*, and *web* are referenced in six. *Retail* appears in eight articles, *e-commerce* in nine, and once again *online* remains the most frequent anglicisms, with 24 articles.

In 2021, the list of anglicisms appearing in three articles includes *blog*, *click*, *email market*, *machine learning*, *ranking*, *social media*, *social media marketing*, *tech*, and *website*. *Display* and *web* are referenced in four articles, *standard*, *influencer*, *millennial*, *retail*, and *target* emerge in five. *Player* in six articles. Notably, *marketero* appears in 12 articles, *ecommerce* in 14, and *online* leads with mentions in 20 articles.

In 2022, there is a broader range of anglicisms in use. Those mentioned in three articles include *big data*, *blockchain*, *CEO*, *chat*, *esport*, *fan*, *growth marketing*, *hub*, *influencer*, *lead*, *leader*, *NFT*, *packaging*, *performance*, *player*, *smartphone*, *startup*, and *target*. *Branded content*, *CMO*, *first-party data*, and *search* are mentioned in four articles. *Chatbot*, *customer experience* (mentioned in three articles under that term, alongside *CX* in two cases), *engagement*, *ranking*, and *retail* are featured in five articles. *Retailer* appears in six articles, while *cookies* in seven. *Streaming* is cited in eight articles, and *Social Media* and its various compounds are mentioned in nine articles. *Online* and *marketero* are each cited in 15 articles; *ecommerce* shows spelling inconsistencies as it appears as such in seven articles and as *e-commerce* in eight, totalling 15 occurrences. Similarly, *web* appears 13 times, with additional mentions in compound forms and three instances as *website*, bringing the total to 18 cases.

These results reveal that assimilated anglicisms are not the most frequently used. For instance, *marketero* shows significant acceptance, despite not appearing in 2018 and becoming well-established by 2022. Conversely, the absence of *online* and *e-commerce* from the DSL is notable because even though they both have their equivalents *en línea* or *comercio electrónico*, the dictionary does include other cases in which the same thing happens, such as *stock* (*existencias*), *spot* (*anuncio*) or *web* (*red*) among many other cases.

5. DISCUSSION

This study's primary objective was to empirically verify the widespread use of anglicisms in the marketing domain. Through this analysis, 913 distinct anglicisms were identified, highlighting the prevalence of these linguistic borrowings. The anglicisms, classified by associative fields, are ordered by increasing frequency as follows: Generations: 20; Colloquial Words and Expressions: 38; Social Media: 52; Economy: 53; Traditional Marketing: 78; Jobs: 82; Miscellaneous: 117; Digital Marketing: 118; Advertising: 136 and finally, Technology: 219. These numbers reflect the specialised nature of the chosen digital magazine, *PuroMarketing*, with a significant presence of specific anglicisms, particularly in technology (T), digital marketing (DM), and innovative advertising (A). Most of these terms, including acronyms, lack equivalents, calques, or explanatory paraphrases, suggesting that the target readership in the recipient language (RL) comprises subject matter experts who are familiar with this terminology.

The findings indicate that as the level of specialisation decreases, the frequency of assimilated anglicisms increases, notably in the miscellaneous section (M), which contains different non-specialised domains. Terms such as *confort*, *estándar*, *estandarizar*, *slogan*, *estrés*, *hándicap*, *kit*, *líder*, *record*, *rol*, *set*, *top*, and *tuit* exemplify the widespread use of these lexical imports in Spanish. Conversely, the incidence of raw anglicisms rises with the specialisation of the associative field, with technology, as previously mentioned, being particularly susceptible.

For secondary objectives, we classified the anglicisms according to their associative fields and determined that raw anglicisms predominate, while assimilated and those incorporated into the DSL constitute a minority.

Additionally, an assessment was conducted to determine the necessity of using raw anglicisms (see Table 3). The findings reveal their usage is largely unnecessary and motivated by pragmatic considerations rather than linguistic needs.

Regarding the potential impact of Covid-19 on the anglicisms used, such an influence was confirmed to occur. As noted before, 2020 saw a deviation from the previous upward trend, with articles featuring fewer cases, and showing lower specialization. This pattern reverted to the previous trajectory from 2021 onwards. The pandemic's impact on daily routines led to a noticeable change in the lexicon, introducing neologisms related to health, well-being, and domestic life, exclusive to this period.

Over the five-year period examined, anglicism usage showed inconsistencies, suggesting a lack of consensus on their adoption. Terms like *ecommerce*, *e-commerce* and *comercio electrónico* coexist, as do *performance marketing* and *marketing de performance*, or *s-commerce*, *social commerce* and *comercio social*. Simultaneously, easily understandable terms like *e-commerce* are sometimes accompanied by explanations or their Spanish translation (*comercio electrónico*), even when unnecessary. Conversely, some terms that may challenge non-specialist readers, appear without explanation, while others provide definitions and translations, e.g.,

BSI (Brand Strength Index/Índice de fortaleza de marca), CX (Customer Experience/Experiencia del cliente), acciones de member get member/de recomendación, task mining/minería de tareas, CTR (click-through rate), DBMS (Data Base Management System), etc. In contrast, other specialised acronyms such as *DAOS, ATT, or SVOD*, among others, appear without any explanation.

These inconsistencies highlight the need for a standardised English-based terminology undertaken by linguists and marketing specialists. Such standardisation would help marketing professionals, as the authors of the analysed articles, to achieve uniformity in their use of anglicisms.

6. PEDAGOGICAL IMPLICATIONS

This study suggests several pedagogical implications for English for Specific Purposes (ESP) courses. The findings provide university lecturers with a clearer understanding of the English marketing terminology that Spanish-speaking students will need in their future professional careers. Additionally, these insights could help teachers of English applied to Marketing “to acquire a new literacy and, more specifically, new discourse practices” (Hyland, 2022, p. 209).

Often, students, teachers, and marketing professionals encounter English terms before their native language equivalents for new concepts. Therefore, delving into specialised texts, such as those by *PuroMarketing*, offers a realistic portrayal of the specific language used by marketers in their professional communications.

For students in ESP courses, mastering relevant vocabulary and specific terminology is crucial. In marketing discourse, understanding the use of specialised anglicisms in Spanish encourages students to reflect metalinguistically on the necessity or redundancy of such usage. This leads to a controversial topic among linguists: the perceived excessive use of anglicisms in Spanish, which raises concerns about the language’s future (Peña Alfaro, 2000; Segura, 2003). Some authors argue that while incorporating new words can enrich the target language, excessive adoption could be harmful (Ramírez, 2012).

The study emphasises the significant incorporation of raw anglicisms in marketing. Encouraging students to reflect on this issue can be beneficial. Perhaps if they become aware of native language equivalents, they could lead the trend in using marketing terminology in their own language (see Glušac et al., 2023). They could be tasked with finding Spanish synonyms for English terms, comparing both versions and discussing any differences in meaning, or investigating the origin of terms to determine if they were coined in English; they might also debate the reasons for the prevalence of English lexical imports and express their opinions on English words in Spanish, whether they prefer them to Spanish equivalents, and the functions these words serve, etc. Magazines like *PuroMarketing* provide valuable examples of non-adapted loanwords, terms in the process of assimilation, and adapted words no longer seen as imports.

Effective vocabulary teaching strategies are essential for any ESP curriculum and require consistent and systematic implementation. This raises another key debate in ESP: using authentic materials versus those adapted to students' specific needs (Zohoorian & Pandian, 2011; Elkasović & Jelčić Čolakovac, 2023). Some authors argue that authentic materials foster a more positive attitude by immersing students in the target language's culture, offering not only linguistic but also socio-cultural benefits (Kelly et al., 2002; Torregrosa Benavent & Sánchez-Reyes Peñamaría, 2011). These materials can also enhance motivation, self-esteem, and autonomous learning skills, although, as some critics argue, learners with limited proficiency may struggle with authentic texts and specialised terminology (David & Šerban-Oprescu, 2019).

Authentic texts can enhance understanding of the discourse and structures within specialised texts, extending beyond simple vocabulary acquisition. This approach guides teachers towards analytical, learner-centred strategies focused on inductive learning, helping students to become familiar with the target language and better prepare for future professional careers (Hyland, 2022, p. 209).

Consequently, from the ESP teachers' perspective, this approach requires them to also function as researchers. They must identify and select authentic, relevant specialised terminology in materials that are appropriate in length, complexity and specific vocabulary (Nekrasova-Beker et al., 2019), and also choose suitable teaching strategies and activities (Al Zahrani & Chaudhary, 2022). As García-Ostbye and Martínez-Sáez (2023) note, "using authentic materials can be tricky without a carefully considered methodology" (p. 55).

In this context, the present study aims to aid in selecting relevant marketing authentic texts and provide material for various tasks, including translation strategy activities, which may enhance terminology acquisition from an insider's perspective. Although contemporary ESP teaching often avoids traditional methods like translation, viewing them as outdated and detrimental to communication skills, attitudes are shifting when translation is applied to specialised authentic texts. This shift is due to translation's potential to improve students' content knowledge, language skills, and transferable abilities such as problem-solving, collaboration, and decision-making (Anđelković et al., 2022).

Mastering specialised vocabulary will enhance students' professional competence, particularly when they can skilfully use anglicisms while understanding other related terms, synonyms, and equivalents in the target language. This improves their language proficiency, and fosters a more extensive vocabulary.

7. CONCLUSION

As noted in the Results section, the prevalence of anglicisms in marketing has shown a consistent upward trend over the years. Many of these lexical imports are raw, in their original form and often unnecessary. These findings prompt reflection on reasons behind this linguistic phenomenon, supporting the view that anglicisms

serve not only referential (or ideational) but also expressive (or interpersonal) and textual functions (Rodríguez González, 1996).

In the contemporary professional sphere, English functions as a *lingua franca*, widely used in multinational companies with diverse and multicultural teams operating and communicating within globalised structures. It is predominant in international executive meetings, political discourse, and academic and scientific publications (Phillipson, 2009), reflecting a trend towards “linguistic globalisation” (Smokotin et al., 2014).

The field of marketing is profoundly influenced by this linguistic phenomenon. The industry’s preference for English terminology is widespread and appears to reflect current professional trends rather than a lack of Spanish equivalent vocabulary. Foreign terms are often adopted for their linguistic efficiency or because the concept originated in English. There seems to be a prevailing belief that incorporating English words and expressions directly as loanwords signifies modernity, relevance, and professional prestige.

The scientific linguistic community has historically been concerned about the “invasion” of English, balancing its role as a global *lingua franca* with the need to support the development of other languages impacted by this trend. This “invasion” is evident through raw anglicisms associated with newly coined terms, closely linked to advancements in technology and their applications in advertising and digital marketing. These developments raise concerns about language standardisation influenced by emerging technologies, the internet’s expansion, and the significant impact of social media and artificial intelligence.

This evolution affects marketing not only linguistically, but also by shifting the communication paradigm towards active consumer engagement. Consumers are no longer merely passive recipients; they now actively interact with content, emotionally connect with narratives, contribute to content virality, modify it, and engage with it for entertainment, often using English for this communication. Each interaction provides valuable feedback to marketers about consumer personality and habits, desires, social circles, and frequented locations. This feedback loop drives the creation of tailored marketing language and strategies that more effectively resonate with their target audiences.

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