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A Pragmatic Approach to a Corpus of Anglicisms Used in Canarian-Spanish Digital Headlines

Abstract: This paper examines a corpus of 1710 headlines with at least one Anglicism taken from the Spanish digital newspaper *Canarias 7*, published in the Canary Islands. The headlines, which were collected between March 1st 2019 and June 30th 2020, illustrate the use of a total of 677 different Anglicisms. The study follows the relatively recent shift from formal towards pragmatic aspects in the analysis of linguistic borrowings, underlining their stylistic motivations or pragmatic functions and confirming the high impact English is currently having on the Spanish language, more specifically in the Canary Islands. The work focuses on the analysis of the pragmatic functions and the effects that the Anglicisms collected seem to produce in digital journalese. The results prove the pragmatic nature of many of the phenomena the headings illustrate, such as the need of contextual background for adequate interpretation, the role of pragmatic marking with Anglicisms used with a primarily referential or expressive function and the use of Anglicisms for brevity and precision or to indicate attitudes, such as humour, word-play, connotations of modernity and/or euphemism. In addition, there are a few cases of headlines with presuppositions and implicatures, as well as headings with pragmatic Anglicisms, i.e., those involving the transfer of "interjections, expletives, discourse markers and focus-marking devices, which are external to propositions but contribute as signals of how an utterance is to be understood in its communicative context" as Andersen (2014: 22) puts it.

1 Introduction

The widespread influence of English and the incorporation of Anglicisms into almost all of the world's languages have been the focus of attention of so many studies that the current literature on these topics is overwhelming. In the case of Spanish this is proved by the bibliographical compilations carried out in recent decades (Rodríguez-Medina 2000; Núñez-Nogueroles 2017). Evidence of the pervasive presence of Anglicisms in today's Spanish is also provided by Rodríguez-González's (2017) latest dictionary with its more than 4,500 entries, confirming the high impact English is currently having on the Spanish language. This is not

in the least surprising, given the increasing process of Anglicization throughout the world. Anglicisms have been attested in all European languages (Görlach 2001; Furiassi/Pulcini/Rodríguez-González 2012), as well as in Latin American varieties of Spanish and Portuguese (Delgado Álvarez 2005; Vázquez 2011; Finardi 2016; Sanou et al. 2017). In addition, the growing relevance of the field of World Englishes (Melchers/Shaw/Sundkvist 2019; Nelson/Proshina/Davis 2019) can be explained by the unprecedented sociocultural and sociolinguistic role of English worldwide.

Traditionally, the study of Anglicisms has adopted a language contact approach, mainly "concerned with lexical and terminological aspects of borrowing" (Andersen 2017: 123). Actually, many authors have focused on the building of periodical inventories, as well as on studying "the semantics of individual forms and their degree of morphological and phonological adaptation" (Andersen/Furiassi/Ilic 2017: 71). In the last decades, however, some scholars have shifted from formal towards pragmatic aspects in their analyses of linguistic borrowings, underlining their stylistic motivations or pragmatic functions (e.g., Rodríguez-González 1996; Rosenhouse/Kowner 2008; Núñez-Nogueroles 2019). Thus, they adopt usage-based approaches (Drange 2009; González-Cruz/Rodríguez-Medina 2011; Estornell-Pons 2012; Andersen 2014; 2015; 2017; Fiedler 2017; Peterson 2017), which are more concerned with "the use of context to make inferences about meaning" (Fasold 1990: 119), i.e., relating to Pragmatics.

On the other hand, it is a fact that nowadays Anglicisms pervade every area of our daily life (Luján-García 2012), from information sciences (Pano 2007; Bolaños-Medina/Luján-García 2010), the economy (López-Zurita 2005) and sports (Rodríguez-González 2012), to fashion and beauty (Balteiro 2014), TV-advertising (García-Morales et al. 2016), or even leisure (González-Cruz 2015). These are some of the many fields where Anglicisms abound, thence spreading into more general spheres. Interestingly, all these areas are usually covered by most newspapers in their various sections. In fact, newspapers recognizably reflect current linguistic usages and play a key role in the diffusion of neologisms, especially Anglicisms, in various national settings, particularly in Spain (Morín 2006; González-Cruz 2012; Nuñez-Nogueroles 2018).

Although this chapter deals with a case of remote language contact "due to the effects of English as a global language" (Andersen 2014: 22), it is worth-noticing that Anglicisms have been used in the Canarian press since the nineteenth century. Between 1880 and 1930 there was close English/Spanish sociocultural and linguistic contact in the main capital cities of the Canaries. In those days many British subjects settled there for business (González-Cruz 1995; 2012) and played a crucial role in the islands' economy, mainly in the development of tourism and trade. This explains why the press has been

the focus of attention of the many studies on Anglicisms carried out locally over the years (González-Cruz 1995; 2012; Luján-García 1998; Brito-Pérez 2002; González-Cruz/Luján-García 2003). That said, I concur with Andersen (2017: 24) that the validity of using a written corpus such as the press cannot be denied, "since forms which have entered the written medium, and indeed reached the stage where they are used by journalists and published by newspaper editors, can be considered linguistically integrated to such a degree that they are conventional and relatively stable borrowings." Thus, using the press as a suitable source to examine the presence of Anglicisms is very frequent (Erling/Walton 2007; Gani 2007; Rogoyska/Zboch 2016) and justified, even more so with the growing impact of online journalism (cf. Develotte/Rechniewski 2001; Planchon 2014). With the extraordinary development of the Internet, both the digital editions of traditional papers and the many

> online news sites vie for the latest scoop, giving priority to rapidity and being the most up-to-date so as to attract as many readers as possible (Planchon 2014: 43).

Following the relatively recent pragmatic turn in studies of linguistic borrowing, this essay will analyse the corpus of headlines taken from the Spanish regional digital newspaper *Canarias 7,* in order to answer the following research questions:

i)   Do the Anglicisms used in this corpus serve any pragmatic function or play any role of a pragmatic nature, such as pragmatic marking?
ii) If so, what kind of effects do they have on readers?

Having posed my general aims in this piece of research, in the next section I will outline the basics of the framework that shapes my study of the pragmatic functions and effects Anglicisms seem to produce in digital journalese, i.e., the discourse of the online press. Then, I will briefly describe the corpus, the method used and the more specific aims of our study, before offering the main findings and some final remarks.

2 Newspaper Headlines, Anglicisms and Digital Discourse through Pragmatics

The academic study of newspapers is intrinsically interesting and by all means justified because of the significant social role the press plays in our contemporary world. In fact, it is recognized as one of the most influential powers with its reality-pronouncing function. As Ibáñez-Rosales (2019: 61) put it, "society relies on the media as the source of truth in this brave new world," even though their

discourse can never be neutral or objective. Actually, many scholars (Fowler 1991; Fairclough/Wodak 1997; Van Dijk 1998) have proved that the news is imbued with ideologies. Likewise, Partington/Taylor (2018: xvii) state that "[t]he power of persuasion of the media is considerable," despite "its inbuilt privileging of drama, crisis and alarmism."

Generally described as brief and specific types of texts in which one or more words announce the content of the article they precede, headlines have also been defined as "textual negotiators" (Dor 2003: 696) as long as they "constitute the first contact between the reader and the news" (Quintero-Ramírez 2019: 142). Regarding their communicative functions, it is true that they tend to work as an initial summary, but Dor[1] notes that some headlines merely promote one or more secondary details of the story, rather than summarize it; while others simply quote or "even contain material which does not appear in the news item itself" (2003: 697). Besides introducing or summarising the news item, another important function[2] of headlines is to attract the readers' attention so that they feel the need to read the article. Dor (2003: 697) also quotes Iarovici/Amel, who describe this double function of headlines in the following terms:

> a *semantic function*, regarding the referential text, and a *pragmatic function*, regarding the reader (the receiver) to whom the text is addressed. The two functions are simultaneous, the semantic function being included in and justified by the pragmatic function [. . .] The main function of the headline [. . .] is to alert the reader (receiver) to the nature or the content of the text. This is the pragmatic function of the headline, and it includes the semantic one. The headline enables the reader to grasp the meaning of the text. The headline functions as a plurality of speech acts (urging, warning, and informing).

In turn, Crystal/Davy (1969: 173) admit that "the function of headlining is complex". This is due to the fact that

> headlines have to contain a clear, succinct and if possible intriguing message, to kindle a spark of interest in the potential reader, who, on average, is a person whose eyes move swiftly down a page and stops when something catches his attention.

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1 Interestingly, Dor (2003: 698) uses Sperber/Wilson's *Relevance theory* to define headlines functionally as 'relevance optimizers' since "they are designed to optimize the relevance of their stories for their readers". His engaging study reveals the ten features successful headlines tend to possess.
2 Some authors have pointed out one additional function that online headlines perform, namely, the hypertextual function, because the headline is also the hyperlink readers have to "click in order to gain access to the whole article" (Quintero-Ramírez 2019: 142).

On the other hand, Hart (2002) explains that generally

> journalists have used a proven approach called the 'five W's' to answer the questions that
> the readers of newspaper articles most commonly want writers to answer.

They are *what, where, who, when* and *why*, although some authors include a sixth
question word, *how*. In their headlines, writers usually try to reply to some of
these W's so that readers will be interested in knowing about the others. For in-
stance, they might omit the doer of an action -as in headlines[3] (1) and (2) below-
thus intriguing readers who would need to read the piece of news to find out, or
to know more about what exactly is being discussed, as in (3), (4) and (5) below:

(1)   Sorprendido con 48 dosis de crack (7/5/2019) [Caught with 48 doses of
        crack]

(2)   Se salta un stop y se da a la fuga (1/3/2019) [Jumps a traffic light and
        flees]

(3)   No caigas en este timo de WhatsApp (12/2/2020) [Don't get fooled by this
        WhatsApp hoax]

(4)   #ChairChallenge, ¿eres capaz de hacerlo? (4/12/2019) [#ChairChallenge,
        can you do it?]

(5)   148 wasaps y 51 emails al día, ¿es normal? (14/3/2019) [148 WhatsApps
        and 51 emails a day: is this normal?]

From the arguments given so far, it seems obvious that journalists must possess a
variety of skills and linguistic tools which will help them arouse the interest of
the audience they have to entertain. This means that headline writers need to re-
sort to communicative tactics, such as selecting words that not only provide infor-
mation but also carry some emotional weight, in order to create headlines which
are "striking and memorable" (Shostack/Gillepie 2014: 277), and which satisfy the
constant need and eagerness for innovation and linguistic creativity that is so typ-
ical of journalese (Guerrero-Salazar 2007: 12). Thomas states that "certain words
are used very often in newspaper headlines because they are short or sound dra-
matic" (1989: 84). In fact, vocabulary has been widely recognized as one of the

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3 All these headlines (and the remaining ones throughout the chapter) have been taken from
Canarias 7.

most significant features in the language of headlines. The words used need to be short since they must fit a limited space, yet they must attract attention and be effective. And it is precisely here that Anglicisms come into play, since, apart from being fashionable, they tend to be concise, usually much shorter than Spanish words. In addition, the fact that much press news is drawn from external news agencies, combined with the necessary rapidity due to the shortage of time, results in poor translations that oftentimes maintain many of the original English words and expressions.

As a concept, the *Oxford English Dictionary* online defines 'Anglicism' as "[a] characteristically English word, phrase, or idiom, especially one introduced into a sentence in another language". In this respect, I agree with Rogoyska/Zboch (2016: 27) that "the notion of an Anglicism is complex, and encompasses a great deal of linguistic units." Nevertheless, for the purposes of this investigation, suffice it to say that, just like them, under the category of 'Anglicism' I will include "all linguistic signs whose form or meaning suggests English origin."

Linguistic borrowing, and particularly Anglicisms, can be described as the complex result of language contact and cultural globalization, a sort of mechanism for transculturation. As Rosenhouse/Kowner explain (2008: 3), the English lexical 'invasion' that most of the world's languages are undergoing can be seen as "a natural and inevitable process, driven by psycholinguistic, sociolinguistic and sociohistorical factors." It also proves that "borrowed loan words constitute part of the normal way languages develop and survive." After all, the main driving force behind lexical borrowing "is apparently the need for efficient and expressive communication" (2008: 3).

In the case of Spanish, the usage of Anglicisms goes beyond the limits of cultural borrowing and affects all linguistic levels[4] (morphology, semantics, syntax, phraseology), due to the tremendous technological, cultural and political influence of the Anglo-American world (Gómez Capuz 2004: 24–25). Undoubtedly, all these factors play a key role but we cannot minimise the impact of technological innovations, which are leaving their imprint on communicative behaviour all over the world, and putting English "at the service of the various digital genres," as Kortmann notes. In his foreword to Taimo's edited volumes on *Discourse Behavior and Digital Communication,* he argues that "digital communication has significantly strengthened the role of English as the global lingua franca" (Kortmann 2010: xxxiii).

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4 Although a few Spanish authors have noted the use of Anglicisms for humorous, stylistic or euphemistic purposes, as Nuñez-Nogueroles (2019) shows, no specific study overtly addressing their role at the pragmatic level has been carried out, to the best of my knowledge.

Finally, we must underline the fact that Pragmatics provides an ideal background for our analysis of the use of Anglicisms in digital discourse, as long as it focuses on "the study of the factors that govern our choice of language in social interaction and the effects of our choices on others" (Crystal 1987: 120). As Padilla (2013: 1) explains,

> pragmatics assumes that meaning is not an inherent property of lexical items and grammatical structures, but a by-product of the intentions of the users of language

as long as speakers and writers have an informative but also a communicative intention, and they are expected to do their best to enable their interlocutors or readers to recognise it. In Padilla's (2013: 1) words,

> Pragmatics conceives of communication as a [. . .] complex activity: an inferential one wherein speakers [and writers] do not always encode all they intend to communicate, but leave some gaps for hearers [readers] to fill. Hearers [and readers] can fill those gaps thanks to their deductive abilities [. . .] or to the knowledge they store. Understanding utterances is seen as a process of mutual adjustment of both their explicit and implicit content [. . .] In it they carry out a series of tasks: disambiguation, conceptual adjustment, reference assignment, constructions of descriptions of the attitude the speaker [or writer] expresses or of the action they have performed, supplying some premises or relating the content of the utterance [sentence] to contextual information in order to draw some conclusions.

In short, Pragmatics reveals "how language users make and interpret meaning in context through language and accompanying nonverbal signals" (Chapelle 2013: xiii). As stated above, the influence of English at the pragmatic level is a relatively recent research strand that encompasses two specific aspects; on the one hand, it deals with the study of the motivations and effects Anglicisms can have as marked choices versus other local or native alternatives; while, on the other, it covers "the transfer of pragmatic items" (Andersen 2014: 22). For this essay, I have re-examined the corpus of headings with Anglicisms collected through grant CEI2018-32 in the light of this pragmatic perspective. The next section will describe the corpus, the methodology and the more specific aims of the study.

3 Corpus Description, Method and Aims

As stated above, this work is part of a research project funded by the Canary Islands Government (grant CEI2018-32)[5] with the aim of compiling and studying the Anglicisms used in the local media. I was in charge of compiling the *Canarias 7* corpus, which turned out to include a total of 1710 headings with at least one Anglicism in it and amounting to a total of 677 different Anglicisms. They were collected after three phases of daily monitoring between March 1st 2019 and June 30th 2020. The following Tab. 1 summarizes the results of the quantitative analysis of the general types of Anglicisms found.

Tab. 1: Number of different Anglicisms and their general types.

Types of Anglicism	Amount of different Anglicisms
Registered in DLE	123
New (not registered)	130
Proper nouns	424
Total amount of different Anglicisms	**677**

As Tab. 1 shows, three general types of Anglicisms were collected, namely, i) those which have already been registered in the *Diccionario de la Lengua Española (DLE),* the official dictionary published online by the Royal Academy of the Spanish Language; ii) new Anglicisms i.e., those which have not been registered yet, and iii) proper nouns. Interestingly, the latter were classified into ten categories, which were created on the basis of several related thematic areas. They all appear in Tab. 2 below, showing in decreasing order the number of items each of them contained. Notice that all the Anglicisms that were collected for this corpus are listed in the Appendix at the end of the chapter.

Some of the proper nouns used in headings were names of English-speaking celebrities, mainly actors and actresses, but these were not considered for our frequency count. The relevance of all these naming strategies is undeniable, as they

Tab. 2: Number and classification of proper nouns by thematic areas.

Thematic areas	Number of different Anglicisms
Titles of films, plays, songs, TV channels, TV programmes and publications	77
Names of shops, ships, hotels, companies and enterprises	65
Names of organizations, institutions, celebrations, campaigns, challenges and prizes	57
Names of sports, sport teams, gyms, events and tournaments	46
Names of social/musical events, fairs and exhibitions	41
Names of characters, singers or musical groups	38
Names of apps, social networks, videogames, platforms, forums, digital items	29
Acronyms	27
Toponyms and leisure places	23
Commercial brands, names of natural species and diseases	17
Names related to politics	4
TOTAL number of different proper nouns	**424**

are "capable of creating associations and extensions" (Khoutyz 2009: 10) which contribute to pragmatic marking.

Following Furiassi/Pulcini/Rodríguez-González's (2012) formal typology, all the Anglicisms collected could be further classified into the following categories, for which a few examples are provided below:

Unadapted:
drag queen, golf, influencer, online, topless, top model

Adapted:
básquet, castin, estrés, fútbol, jáquer, parquin, selfi, tique

Hybrids:
Black Fraude, Jandíabike, Sitycleta, Plastiman

Pseudo-Anglicisms:
balconing, bunkering, Vueling

Regarding methodology, in the first stage of data collection every occurrence of a headline or a subheading with Anglicisms was registered in an Excel file, together with details about their type (according to Furiassi/Pulcini/Rodríguez-González's 2012 typology), date and paper section, form, typographical marks, and any other suitable observations. The data was first used in another study in which I analysed all these Anglicisms from a formal perspective, illustrating their different grammatical categories and uses, and discussing briefly the borrowability of the different word classes (González-Cruz 2021). For the present chapter a pragmatic perspective has been adopted. This has required a second manual analysis of the same data, but now focusing on the stylistic, pragmatic effects and motivations for the use of Anglicisms in those digital headings. To the best of my knowledge, no previous study on pragmatic aspects of the use of Anglicisms in digital headings has been carried out so far in the Canaries. Drawing both on my knowledge and experience as a teacher of and a researcher on Pragmatics, I established the specific aims which will be pursued in this new analysis of the data. For this, I tried to identify the kind of pragmatic phenomena I expected to find in the corpus headings with Anglicisms. They are the following:

a) Headings showing the need of contextual background for adequate interpretation
b) Headings with Anglicisms used with a primarily referential function
c) Headings with Anglicisms used with a primarily expressive function
d) Headings with Anglicisms used for brevity and precision
e) Headings with Anglicisms indicating attitudes: humour, word-play, connotations of modernity and/or euphemism
f) Headings with cases of presuppositions and implicatures
g) Headings with pragmatic Anglicisms, i.e., those involving the transfer of "interjections, expletives, discourse markers and focus-marking devices, which are external to propositions but contribute as signals of how an utterance is to be understood in its communicative context," as Andersen (2014: 22) puts it.

All these phenomena, if found in the corpus, would be important indicators of how Anglicisms can be employed for pragmatic marking (Khoutyz 2009) in Canarian Spanish. The following section will describe the results of this study, regarding the communicative functions, connotations and attitudinal meanings that Anglicisms can convey in the Spanish discourse of the headings.

4 Results and Discussion

In addition to the findings, this section will highlight the various observations I made after analysing from a pragmatic perspective the corpus of *Canarias 7* digital headings with Anglicisms. I will focus on each of the pragmatic phenomena listed above in section 3 in order. As stated, they constitute the specific aims of this study.

4.1 The Need of Contextual Background for Adequate Interpretation

One of the many definitions of Pragmatics is Jenny Thomas's, who describes it as the study of "meaning in context" (1995: 1). In this respect, Develotte/ Rechniewski (2001: 2) say that headlines

> depend on the reader recognising instantly the field, allusions, issues, cultural references necessary to identify the content of the articles.

In addition, they "encapsulate not only the content but the orientation, the perspective that the readers should bring to their understanding of the article".

Undoubtedly, many headings in our corpus require some background knowledge in order to be properly interpreted. This means that any reader who is unfamiliar with the local Canarian context – examples (6) through (9) – or with TV cultural news (10) will probably be unable to interpret correctly the following headings and their referents:

(6) Un bull terrier acebrado enloquece a Rio (1/3/2019) [A zebra-striped bull terrier captivates Rio]

(7) Alfredo L. Jones se cansa de obras (9/11/2019) [Alfredo L. Jones is tired of the building works]

(8) El queque perfecto (28/3/2020) [The perfect cake]

(9) Entre Coca-cola y Pepsi, Clipper (11/11/2019) [Between Coca-cola and Pepsi, it's Clipper]

(10) Hoy llega 'The Witcher' a Netflix (20/12/2019) ['The Witcher' on Netflix today]

If readers manage to see the picture next to heading (6), they will be able to infer that this news item relates to the winner of the local Carnival contest, which in 2019 was devoted to Río de Janeiro. Similarly, outsiders may not know that Alfredo L. Jones is not a person but the name of a street, an inanimate entity which, obviously, cannot get tired of the building works (*se cansa de obras*); only the neighbours living there can. Likewise, the term *queque* is the local Anglicism used to refer to a cake (*bizcocho,* or *pastel* in standard Spanish). In turn, the referents in (9) are tricky as they go beyond the mere names of these three popular drinks, Clipper being a local brand that in this context is actually evoking a local nationalist party. Actually, this heading corresponds to an opinion article, whose author criticises the latest political events and uses the names of those drinks to represent national and local political forces. As Develotte/Rechniewski (2001: 15) explain,

> headlines draw at least part of their power and meaning from the pool of shared cultural, political and general knowledge on which they draw. Not only can they intrigue and awaken interest, they 'reward' the reader through the intellectual satisfaction gained in successfully decoding them.

4.2 Referential Function

As expected, this is the most frequent communicative function performed by the Anglicisms in this corpus of headings. Examples abound, although they often show some overlap with other communicative purposes, such as brevity, concision or connotations of modernity. The Anglicisms in the examples below ('selfies', 'influencers', 'Black Friday', *hackeo* – from 'hacker'- 'apps', 'web', 'online', 'sexting', 'youtuber') refer to new items or phenomena related to technological innovations, except for (16), where the terms 'derby' and 'Playoff' belong to the domain of sports:

(11)   ¡Cuidado con los selfies! (11/3/2019) [Beware of selfies!]

(12)   Baby boom entre las influencers (4/11/2019) [Baby boom among influencers]

(13)   Todos preparados para el Black Friday (10/11/2019) [Everyone ready for Black Friday]

(14)   Los Chancletas sufren un hackeo en Facebook (17/12/2019) [The Chancletas get hacked on Facebook]

(15)   Cuidado con las apps para ligar (14/1/2020) [Be careful with dating apps]

(16)   El derbi, tren con destino al Playoff (24/1/2020) [The Derby match, the run-up to the Playoff]

(17)   Triana crea una web para la venta 'online' (21/4/2020) [Triana sets up a website for online sales]

(18)   El sexting comienza ya a los 14 años (11/2/2020) [Sexting starts at 14 now]

(19)   El responsable de 'Twin Peaks' aprovecha el confinamiento para hacerse youtuber (15/6/2020) [The Director of 'Twin Peaks' uses lockdown to become a Youtuber]

As shown, all these Anglicisms are used without explanation or definition, which means that they are "assumed to be widespread in the society if the headlines are to have meaning" (Develotte/Rechniewski 2001: 5).

4.3 Expressive Function

According to Salaverría (2005), cyberspace has opened new expressive strategies for journalists who can now take advantage of the hypertextual, interactive and multimedia resources that the Internet offers. In fact, it seems that one of the most significant contributions of the worldwide web has been the enhancement of the emotive or expressive function. Authors such as Moreno-Ortiz (2019: 40–41) believe that the Internet has moved from being a resource for sharing referential information to becoming a sort of repository where opinions and emotional states can be easily dumped.

Thus, in (20) and (21) below, the onomatopoeic word *boom* (made all the stronger by the vowel multi-repetition) can only be interpreted through awareness of the islands' socio-political context, as these expressions are mocking a previous controversial statement made on Twitter by the president of a local governmental institution. Finally, the expression *"A tope de power"* (Power to the max) in (23) is a powerful cry that encourages the fight against the adversities of life; it is uttered in homage to a beloved young businessman who died after fighting a brutal disease.

(20) BOOOOOOOOOM! (7/5/2019)

(21) Caso Grúas, "¡Booooom!" (14/5/2019) [The Cranes file, "¡Booooom!"]

(22) Paseo triunfal al grito de 'Welcome Angelina!' (25/10/2019) [Stroll of triumph to the cries of 'Welcome Angelina!'

(23) "A tope de power!", en memoria de Dany González (21/10/2019) ["Power to the max!" in memory of Dany González

4.4 Anglicisms Used for Brevity and Precision

The following headings include Anglicisms whose use is possibly fostered by the media due to their accurateness or precision and for their brevity, especially when contrasted with their Spanish equivalents or alternatives, namely, the more precise 'smartwatch' – in Spanish, *reloj inteligente* – vs. an ordinary watch; 'pin' for *contraseña*; 'top' for *los más usados*; and 'sold out' for *colgar el letrero de entradas agotadas*. Thus, economy of use (and space) prevails, particularly in (28), where the English acronym SOS and the word 'show' nicely simplify and replace what would be a complex sentence in Spanish *(¿hay que socorrerlo o tomarlo como un espectáculo?)*. Particularly interesting is the increasing use of the English prefix *e-* which in (29) replaces the adjectives *electrónico, virtual*. Likewise, forms such as *e-commerce, e-sports, e-biblio* or *e-cigarrillos* have become very popular and widely used.

(24) Detenida por hurtar en Triana un smartwatch (8/3/2019) [Arrested for stealing a smartwatch in Triana]

(25) El pin, entre la censura y el derecho (20/1/2020) [PIN numbers, a dilema between censorship and rights]

(26) Lucas y Martina, nombres 'top' de bebés (13/2/2020) [Lucas and Martina, among the top baby names]

(27) El concierto de Eros en la isla, cerca del 'sold out' (13/4/2019) [The Eros concert on the island, nearly sold out]

(28) Ante un quemado a lo bonzo: ¿SOS o show? (27/3/2019) [Seeing a self-immolation: ¿SOS or show?]

(29) Boom en e-biblio, crece un 1200% (30/3/2020) [Boom in e-libraries, up by 1200%]

4.5 Anglicisms Indicating Attitudes: Humour, Word-play, Connotations of Modernity and Euphemism

Many of the Anglicisms employed in this corpus illustrate the journalist's purpose of providing headlines with a touch of humour, which sometimes includes wordplay and/or the structural paraphrasing of popular sayings, as well as transmitting some sense of modernity or even avoiding Spanish words that may sound harsh, politically incorrect or taboo because of their sexual (cf. Crespo-Fernández/Luján-García's 2018) connotations. The following are examples of all those uses.

(30) Paula Echevarría sorprende con su beauty look (4/4/2019) [Paula Echevarría surprises with her beauty look]

(31) Meghan ya no es royal (1/4/2020) [Meghan: no longer royal]

(32) Inglés para kids (21/3/2020) [English for kids]

(33) Historias de Catalina Park (2/2/2020) [Stories from Catalina Park]

(34) Tetir es 'beautiful' (25/5/2020) [Tetir is beautiful]

(35) ¡Bienvenido Mr Yanes! (20/3/2019) [Welcome Mr Yanes!]

(36) Una campaña llena de 'frikis' (15/5/2019) [A campaign full of freaks]

(37) 50 artistas participan en el festival online 'Canari-On' por el Día de Canarias (26/5/2020) [50 artists take part in the online festival 'Canari-On' on Canary Islands Day]

(38) Cuidado con el 'Black Fraude' (18/11/2019) [Beware of 'Black Fraud-day']

(39) La ciencia con Internet entra (6/3/2020) [Learning science using internet works]

(40) La top model curvy se ha convertido en madre de un niño (21/1/2020) [The curvy top model becomes mother to a boy]

(41) Rosalía, abanderada del fenómeno 'curvy' (30/9/2019) [Rosalía, ambassador for the curvy phenomenon]

(42) Más de 300 swingers evacuados de una orgía (7/11/2019) [Over 300 swingers evacuated from an orgy]

(43) La pareja ha protagonizado la noche más hot de *Supervivientes* (29/5/2019) [The couple were the stars of the hottest night of *Survivors*]

None of the Anglicisms in (30) through (36) above are referentially necessary as there are suitable equivalents in Spanish; they simply add connotations of modernity to the headings. Interestingly, in line with Andersen's (2014: 22) observations regarding the use of 'kids' in German, its occurrence in heading (32) also seems to "portray the modern emancipated child". Likewise, headline (35) evokes the title of a popular Spanish film *(Bienvenido Mr Marshall)* shot in the 1950s, criticizing Francoist society via a parody of a visit by the American politician who planned the European Recovery Program after World War II. Although the headline performs the expressive function with its welcoming message, by using the English term of address 'Mr' it becomes humorous. Similarly, the term 'frikis' (from 'freaky') in (36), elicits humour.

Particularly noticeable is the creativity in the expression 'Canari-on' (37), which plays with the local demonym *canarión*, informally used to refer to islanders native to Gran Canaria, with the Spanish augmentative suffix -ón, and the technically charged English form 'on'. Similarly, in (38) the headline writer is warning readers by playing with the phonetic similarity between 'Friday' and the Spanish term *'fraude'* (fraud), thus suggesting that this commercial event (Black Friday) involves cheating people with apparently lower prices.

In turn, the creativity of headline (39) has to do with its drawing a positive parallel with the sadly familiar Spanish saying, *La letra con sangre entra*, which claims that learning in children is better achieved through pain and physical suffering, even with blood-letting after being beaten or physically punished. Finally, the last four headings illustrate cases of euphemisms, by using 'curvy' instead of the Spanish *gorda* (fat) in (40) and (41), 'swingers' (42)

to refer to the participants in an orgy, and 'hot' (43) to avoid using Spanish expressions overtly conveying the idea of 'sexual excitement'.

In sum, these headings show how *Canarias 7* journalists resort to Anglicisms to humorous effect, sometimes including word-play and popular sayings, as well as to express modernity. They also use them for the euphemistic roles they can perform. That said, I must concur with Develotte/Rechniewski (2001: 4) that "[t]he recognition by the reader of various types of puns and plays on words also relies on general and cultural knowledge".

4.6 Presuppositions and Implicatures

Recognized as two of the most engaging pragmatic phenomena, presuppositions and implicatures related to the use of Anglicisms are not particularly plentiful in our corpus. Most of the presuppositions found belong to the existential category, as in (44) through (47) below. Thus, in (44) the existence of doping *(dopaje)* among the members of the political party Coalición Canaria (CC) is assumed to be a fact; the same goes for 'bullying' in (45), Laura's fans in (46) and the dangers of 'likes' in (47); whereas (48) illustrates both the factive type (it is a fact that Maspalomas is not participating in the Fitur Gay trade fair) and the usage of a proper name, 'Fitur Gay':

(44) El dopaje de CC (22/5/2019) [Doping in CC]

(45) El triunfo del bullying (21/1/2020) [The triumph of bullying]

(46) Laura Escanes responde a sus fans (16/1/2020) [Laura Escanes replies to her fans]

(47) Correa indaga en los peligros de los 'likes' (23/2/2020) [Correa looks into the dangers of 'likes']

(48) Los empresarios critican que Maspalomas no esté en el Fitur Gay (19/1/ 2020) [Business owners criticise non-participation of Maspalomas in Fitur Gay]

As for implicatures, they are rather scarce. The following are a few instances:

(49) Matlab para subir a la ULPGC en los 'ranking' (13/3/2019) [Matlab to push ULPGC higher up the university tables]

(50) ATI, fake news y Wikipedia (19/3/2019) [ATI, fake news and Wikipedia]

(51) La investigación canaria en 'stand by' tras la marcha de Darias (22/2/2020) [Research in the Canary Islands on 'stand by' after the departure of Darias]

(52) Illa: "La desescalada no es un sprint" (28/5/2020) [Illa: "Easing the lockdown is not a sprint"]

Thus, in (49) the low position of the ULPGC is implied, as it needs Matlab to climb up the university ranking. Notice the lack of grammatical agreement in "los 'ranking'", with the Spanish article taking the plural form *los*, but the singular being kept for 'ranking'. By simply listing three items, headline (50) establishes some connection between them, which makes readers expect an account of the lies this radical political group (ATI) within the local nationalist party may have published (or not) in that popular online encyclopaedia. In (51) Darias's crucial role in Canarian research is also implied, while (52) suggests that the opening up after Corona virus lockdown should be a slow process.

4.7 Pragmatic Anglicisms

Last, but not least, I will deal with the so-called pragmatic Anglicisms. Andersen (2014: 17) explains that the influence of English at the pragmatic level has to do with "a variety of phenomena whose common feature is that they do not contribute to the propositional content of utterances." What they do instead is to "carry signals about speaker attitudes, the speech act performed, discourse structure, information state, politeness, etc.". In his wide interpretation of pragmatic borrowings, Andersen (2014: 23) includes interjections, expletives, discourse markers, greetings/leave-taking formulae, politeness markers, vocatives, tags, response markers, etc. When thinking about this type of Anglicisms, I anticipated that headlines might not be the best context to find them. However, by experience I knew that, in addition to 'OK', whose use is widely extended in both speech and writing, oftentimes, in informal situations, my friends, colleagues, and even I myself tended to use some Anglicisms

of a pragmatic nature, such as *bye* or *goodbye, hello, no comment, thank you,* and *sorry*. In fact, I was aware of the local usage of this type of pragmatic Anglicisms because in another study (González-Cruz/Rodríguez Medina 2011) we had chosen that label to refer to a number of English words and expressions such as *please, hello, bye, no comment* and *darling* whose use in Canarian youngsters' speech was quite frequent, according to a survey conducted previously. These expressions are totally unnecessary in Spanish as discourse markers, since we have highly established and ritualized Spanish equivalents that are employed in similar contexts. Therefore, it is obvious that their use only responds to pragmatic purposes of expressiveness, snobbery or humour, mainly in informal situations and with people we are relatively close to. However, then I remembered having participated in a seminar organized by one of the local governmental institutions, the *Cabildo de Gran Canaria,* in May 2014. Interestingly, this seminar, a formal event dealing with the presence and influence of the British colony settled on the island between 1880 and 1930, was called "Hello Gran Canaria." I knew that the seminar had been reported by the local press, so I decided to search for it, and found the following heading:

(53) Cita con 'Hello Gran Canaria' este martes en la Casa de Colón (20/5/2014)
      [Date with 'Hello Gran Canaria' this Tuesday in Colombus House]

Then, after examining the *Canarias 7* current corpus (covering the headlines published between March 2019 and June 2020), I found two occurrences of items that belong to the categories classified by Andersen as 'pragmatic Anglicisms', namely, 'OK' and 'bye-bye'. Neither worked as such, though. Firstly, the form 'OK', as can be observed in (54), was used as an adjective, rather than a discourse marker or pragmatic expression:

(54) "El abogado nos dijo que había ido a los juzgados y que estaba todo OK" (11/2/20) ["The lawyer told us he'd been to the courts and it was all OK"]

In much the same fashion, the second item, 'bye-bye', as used in (55), functions more as a noun:

(55) Bye-bye de Meghan en verde sereno (10/3/2020) [Meghan's goodbye in serene green]

Out of curiosity and with the aim of finding more evidence of the reality of these extended pragmatic uses in Canarian Spanish, I carried out a further online search in *Canarias 7* records. It resulted in the following headlines with

pragmatic Anglicisms, which proves Canarian readers' familiarity with these forms and their pragmatic functions:

(56) LPA Good Bye (27/5/2015)

(57) Bye bye Pelos Apertura (11/1/2010) [Inauguration of Bye bye Pelos Clinic]

(58) La Otra Orilla. Bye Mr Soria (29/5/2007) [The other side of the pond. Bye Mr Soria]

(59) La Otra Orilla. Hello, again, Mr Soria (26/7/2007) [The other side of the pond. Hello, again, Mr Soria]

(60) 'Hello, my name is Roque Mesa' (6/7/2017)

(61) 'Sorry,' de Justin Bieber (3/2/2016) ['Sorry,' by Justin Bieber]

(62) Maika Makovski presenta su último trabajo 'Thank you for the Boots' en un concierto exclusivo en Mojo Club (3/4/2013) [Maika Makovski presents her new song 'Thank you for the Boots' at an exclusive concert in Mojo Club]

(63) 'Thank you for the Rain,' 'La Tortuga roja', 'Basura' y 'Pulse,' ganadoras de Ficmec (5/6/2017) ['Thank you for the Rain,' 'La Tortuga roja', 'Basura' and 'Pulse,' winners of Ficmec]

(64) Rodríguez: "¿Penalti a Viera? No comment" (20/11/2011) [Rodríguez: "¿Penalty against Viera? No comment"]

It is worth noticing, however, that only the Anglicisms in (56), (58) and (59) directly perform pragmatic functions, those of farewell and greeting; whereas (60) and (64) are quotations respectively illustrating pragmatic uses of 'Hello' and 'No comment' but in the mouths of Roque Mesa, a local football player who was transferred to Swansea City Football Club, and the local team coach at the time. The rest are exceptions, since (57) reports the funny name of a new beauty clinic, *Bye bye Pelos* (hair), while in (61), (62) and (63) the expressions 'Sorry' and 'Thank you' are the titles of two songs and a film, respectively. Interestingly, the addressee in (58) and (59), Mr Soria, is a well-known local politician, José Manuel Soria, who became a member of the Spanish national government. Using the English term of address 'Mr' provides an additional touch of humour to the headline.

In contrast, in continental Spain these expressions and pragmatic usages do not seem to be so common. Nuñez-Nogueroles (2019: 169) argues that

> The possible reasons for the absence of English pragmatic items in [peninsular Spanish] are the low level of competence in English that characterise the population of Spain (in contrast to speakers of other languages), the fact that English is not widely used in this country by the man in the street on a daily basis and the common practice of dubbing rather than adding subtitles to films and TV series.

> Nevertheless, in certain groups of young people whose job is related to languages, have spent an academic year abroad with an Erasmus grant and have studied a degree in the area of philology or translation, the use of these pragmatic English items is spreading nowadays.

5 Conclusion

This chapter has explored the use of Anglicisms in the headings of the digital regional paper *Canarias 7* from a pragmatic perspective. The main aims have been to determine whether the Anglicisms employed in the headlines actually performed any pragmatic function or any case of pragmatic marking, as well as to specify their effects on readers. After justifying the relevance of newspaper headlines for the study of linguistic borrowing, I have described the corpus and the methodology employed. By proving the noticeable presence of Anglicisms in the headlines of this newspaper, the study has confirmed Develotte/Rechniewski's (2001: 1) idea that "headlines are particularly revealing of the social and cultural representations circulating in a society at a given time".

This piece of research is a small contribution to the recent pragmatic turn in studies of linguistic borrowing. In reply to our research questions, the data obtained shows how Anglicisms are often used in the headings of *Canarias 7* for pragmatic marking and for serving different pragmatic functions, particularly the referential and the expressive functions. In addition, Anglicisms tend to be used for their brevity and precision, or to indicate certain attitudes, such as giving a humorous touch (through wordplay or by resorting to familiar phrases). Other important roles played by Anglicisms in the headings studied here are those of providing connotations of modernity and performing a euphemistic role. I have also shown the need for contextual and cultural background information so that readers can appropriately interpret certain headings. A few cases of presuppositions and implicatures were commented on briefly, too.

Finally, the concept of pragmatic Anglicisms was examined. Although no real cases were found in the current corpus, evidence was given that this type of

Anglicisms does exist in the records of *Canarias 7* headlines. Besides, a previous study (González-Cruz/Rodríguez-Medina 2011) dealing with Canarian youngsters' speech strategies, had proved that, in contrast to continental Spain, Canarian Spanish speakers are familiar with pragmatic borrowings from English. In fact, besides provoking humour, another significant effect of the use of so many Anglicisms is that *Canarian 7* readers must have noticeably increased their lexical repertoire.

It goes without saying that further research will be necessary to complement the present study, which at its simplest notes "the existence of pragmatically borrowed items, [. . .] providing minimal descriptions of their functions" (Andersen 2014: 31). I agree with Andersen (2014) that future empirical and cross-linguistic studies will be of great interest if they focus on a comparative analysis that may account for the full richness and complexity of pragmatic borrowing.

6 Appendix

The corpus of Anglicisms in *Canarias 7* headlines

a) Anglicisms Registered in DLE (123)

antiestrés; bar; badmington; basket; béisbol; bikini; blog; blues; boom; bridge; bull-terrier; bungalow/bungalós; camp; camping; castin/casting; catamarán; CD; charter; chat; cheque; chequear; chequeo; claxon; click; cócteles; cómic/s; club/es; coach; container; crack; derbi; dopaje; dron/drones; establishment; estand/stand; estrés; estriptis; exprés; fans; ferry; films; friquis; fútbol; futbolísimo; gasoil; gay; gol; golf; góspel; hackeo; hippies; hockey; iceberg; internet; jazz; kayak; kit/s; láser; líder; lidera; lideradas; liderando; liderará; liderato; liderazgo; lideró; look/s; market-ing; memes; miss; míster; mitin; parking/parquin; penalti; performance; picnic; pin; póker; pop; pop-rock; pub; queque; radar; rally; ránking; rap; rapero; récord/s; relax; remake: resort/s; ring; robots; rock; rol/roles; sandwich; selfie/s/selfi; set; sexy; shock; show; soul; spa; sprint; stock; stop; surf; swing; tableta; taxi; tenis; test; tickets; top; tráiler; trap; tuit; tuitero; videoclip; voley; web/s; wifi; windsurf.

b) New Anglicisms (130)

afterwork; animal flow; antibaby; app/s; baby; baby boom; baby shower; big band(s); bikecenter; beautiful; beauty; beauty look; black; bodyboard; boxcycling; booktuber/s; brunch; bulldog; bullying; burger; camp; coach/es; coaching; cool; cover; coworking; crochet; crowdfunding; curvy; dating show; drag; drag queen; dumper; ecommerce; ecoresort; ecuavoley; email/s; fake; fake news; fam trip; fast ferry; feeling; fitboxing; follower/s; foodies; gliders; hashtag; hip hop; hi-tech; hostels; hot; hub; impeachment; indie; influencer/s; instagrammers; kayak; kickboxing; kids; kitesurf; kitesurfista; K-pop; like/s; lookazos; lover boys; low cost; made in; mails; mansplaining; master class; matches; medical science liaison; (mega)yate; millennials; off-road; online; open; phishing; pitbull; plastiman; play-off/playoff; podcast; pole; power; Private Equity; proficiency; protech [sic]; ramsonware; rapea; rent a car; renting; reseteo; running; rhythm & blues; send nudes; sexting; shishas; smartwatch; snacks; snorkel; sold out; spinning; spin-off; squad; stand by; starlight; startup; stickers; streaming; stripper; superrobots; superyates; surf city; surfero; swingers; talent; top; top ten/10; topless; top model; trail; trail running; transfer; trending topic; turf; USB-killer; vision lab; welcome; WhatsApp/wasaps; Youtuber/s.

c) Proper Names (424)

i. Titles of Films, Plays, Songs, TV Programmes and Publications (77)

Bad Boys for Life; Badman; Beyond The Sun; Big Bang Theory; Billie Jean; Black Beach; Bohemian Rapsody; Boing; Capitana Marvel; Cars; Cinderella; Cocodrilo Dundee; Dead Set; Dummy; Embassy; Endgame; First Dates; Friends; Frozen; Glitter; Good morning, midnight; Got Talent; Grasp Network; Grease; Green Book; Halt & Catch Fire; Heimat is a Space in Time; Homecoming; Human Lost; Hustlers; I will survive; Joker; Killing Eve; Lady Off; La Voz Kids; Love Life; Love me not; Made in Gran Canaria; Masterchef; Monopoly; Onward; Perfect; Personal Assistant; Playground of the Rich; Real Mom; Red Network; Reality Z; Rocky; Run the world; Smart Consumer; Spoiler; Star Wars; Stitches; The Cars; The Christmas Show; The Fashion Book; The Final Countdown; The Hollywood Reporter; The Loop; The Mandalorian; The New York Times; The room to be; The Witcher; Thriller; Titanic; Toy Story; Trackers; Typical Spanish; Twin Peaks; Vicious Magazine; Washington Post; Wasp Network; West Side Story; Wheely; Wonder Woman; X-Men; You

ii. Names of Shops, Ships, Hotels, Companies and Enterprises (65)

Acuario Lifestyle Hotel; Air Europa; Altamar Hotels & Resorts; Amazon; Aqua & Sport Center; Arctic Trucks; Bajamar Express; beCordial Hotels & Resorts; Bioeasy Biotechnology; Black Watch; Boeing 737 Max; British Airways; Bull Hotels; Cabify; CaixaBank; Canarias Smart Grid; Canary Flash; Canary Fly; Coca-Cola European Partners; Customer Travel; Easyjet; Europa Press; Fairplay; Fox; Free Motion; Fund Grube; General Markets Food Iberica; Gloria Palace Royal Hotel; Hard Rock Hotel; HMK Holdings LP; Hotel Princess; Hotel Suites & Villas by Dunas; Iberia Express; Idea Market; Lemonkey; JET2; Just Eat; Language Campus; London School; Lopesan Hotel Group; Microsoft; Mycarflix; Norwegian; Oliva Beach; Oneport; Playitas Resort; Paraguas Events; Queen Victoria; Reciclown; Robinson Club Jandía; Room Mate; Ryanair; Sabina Beauty & Fashion; Santa Catalina Royal Hideaway Hotel; Secrets (Lanzarote Resort & Spa); Spanair; Spar; Thomas Cook; Toca Sport de Costa Teguise; Topcar; Transcoma Shipping; Universal Music; Viking Sky; Vueling; Winnipeg

iii. Names of Organizations, Institutions, Celebrations, Campaigns, Challenges and Prizes (57)

Alan Turing; Astro Pi 'Mission Space Lab'; Atlantic Schools; Beartalent; Black Friday; Blue Monday; Bols Around the World 2019; Charter 100; copa EHF Challenge; #ChairChallenge; Chefs For Spain; Clean Ocean Project; Club Camping y Caravaning; Doodle de Google; Drag Queen del Carnaval de LPGC; Drag Queen Maspamoon; EuroShop Retail Design Award; FITUR Gay; Flex Challenge; Gold List 2019; Grammy; Gran Canaria Blue; Greenpeace; Guiness; Halloween; Harvard Medical School; Hollywood Film Awards; International School Anita Conrad; London School of Economics; Maspamoon; 40 Music Awards; Masterchef Celebrity; Miss International Spain 2019; National Geographic; Nursing Now; Operación Market; Oscar; Photocall; Playitas Nature; Pulitzer; Queen Victoria; Rainbow Fun Run; Save the Children; Spain for Sure; Stormtroopers Santa-Cruz; The Animal Academy; The Best; The British English Olympics; The Fountain of Praise; Top 10; Top 10 Re Think; concurso RE Think Hotel; TUI Holly; Scotland Yard; Wall Street; Winter is not coming; World Central Kitchen

iv. Names of Sports, Sport Teams, Gyms, Events and Tournaments (46)

ACB Kids; ACB Kids Basket Cup; Atlantic Games; Baifo Extreme; Basket Tara; Boxing Team Formento; Campeonato del Mundo de la World Mountain Running Association; Clinic Baby Basket; Club Voley Playa Net 7 Gran Canaria; EHF Cup; el City; EPIC Gran Canaria Riu Hotels & Resorts (vuelta ciclista); Escuela de Basket TEA del CB7P; Europa League; Final Four de la Euroliga; Final Four de la NCAA; Fitness Macrofit; Football Project; Garmin Titan Desert; Gran Canaria BeachCamp 2020; Gran Canaria Historic Rally; IV Grand Pink Run;

Haría Extreme Lanzarote; Harlem Globetrotters; Herbalife GC; Ironman Lanzarote; la Champions; La Isleta Bike; Liga Canaria de Esports HiperDino; Los Angeles Lakers; LPA Night Run; Macrofit; Manchester City; Ocean Bay; X Open Canarias de Bridge; V Open Fotosub; RETAbet Bilbao Basket; Sporting; The Best; The Market Puerto Rico; Trofeo Carranza eSports; Trofeo César Manrique Optimist; Trooping the Colour; United; Volcano Triatlón; Wimbledon

v. Names of Social/Musical Events, Fairs and Exhibitions (41)

Agaete Chillout; B-Travel; Blue Generation; Canarias Cinema; Canari-on; Deep Sea; Farra World; Fashion Week; Fashion Weekend; Fluor Moon Diabetes; Freedom Festival Maspalomas; Gran Canaria Sum Festival; Jameos Music Festival; Jornada Bankia Forward; Gala Drag Queen; I Love Music Festival; Life Pro Nutrition; LPA Beer & Music Festival; LPA Motown; Maspalomas Costa Canaria Soul Festival; Maspalomas Pride; Mojo Music Festival; Monopol Music Festival; 'Nibiru World Tour 2020'; Nissan Tech Days; Oasis Market; Oil & Gas Meeting Day; Organic Meeting Point; Pre-drag; Primavera Sound 2019; Santa Catalina Wedding Day; Starlite; Sun & Stars Festival de Gran Canaria; The Market Puerto Rico; The Very Best of Dire Straits; Triana Happy Market; Welcome Cruceros!; Welcome Her; WOMAD del Charlton Park; World Travel Market; Worldwide Vegan Chalking Night

vi. Names of Characters, Singers or Musical Groups (38)

Animal Roots; Backstreet Boys; Billo's Caracas Boys; Bocinegro Downhome; Boy Devil; Brass Connection; Brothers in Band; Cat Noir; Cry Baby; Daddy Yankee; Dire Straits; Drag Chuchi; Drag Sethlas; Europe; Film Symphony Orchestra; Gran Canaria Big Band; Juicy M.; Kitt; Ladybug; Lady Gaga; New York Voices; Paris Monster; Perry Mason; Peter Pan; Picaretas Reggae; Rainbow Gospel Choir; Red Beard; Rolling Stones; Second; los Simpson; Snow; Strawberry DJ; Sugar Hill Band; Superman; Sweet California; Swingstar; The Limboos; The Prodigy

vii. Names of Apps, Social Networks, Videogames, Platforms, Forums, Digital Items (29)

Canarias7 Experience; e-Crossminton; Endpoint Security; Eurohoops; Facebook; Fitbit; For sale; Gastronomika Live; Google; Google Arts & Culture; Gran Canaria Wellness; Instagram; Matlab; Netflix; Netflix Party; Netwalker; Panther-Grifols; Shorts; Spotify; Thebrightside.travel; Think 2BU; Tik Tok; Twitter; Unfold; web Down Detector; WhatsApp; WikiLeaks; YouTube; Zoom

viii. Acronyms (27)

Regata ARC (Atlantic Rally for Cruisers); BATW (Bols around the World); BBC (British Broadcasting Corporation); BREXIT (Britain Exit); CEO (Chief Executive Officer);

COVID (*Corona Virus Disease*); COVID-19 (*Corona Virus Disease 2019*); DUP (*Democratic Unionist Party*); EHF (*European Handball Federation*); FBI (*Federal Bureau of Investigation*); FFP2 (*Filtering Face Pieces*); IAAF **(*International Association of Athletics Federations*)**; IHF (*International Handball Federation*); ISS (*International Space Station*); Jr (*Junior*); MET (*Metropolitan Museum*); Mr (*Míster*); NBA (*National Basket Association*); NCAA (*National Collegiate Athletic Association*); OK[6] (*"Oll Korrect" instead of "All Correct"*); PCR (*Polymerase Change Reaction*); SMS (*Short Message Service*); UEFA **(*Union of European Football Association*)**; USB (*Universal Serial Bus*); WMRA (*World Mountain Running Association*); WNBA (*Women's National **Basketball** Association*); WOMAD (*World of Music, Arts & Dance*)

ix. Toponyms and Names of Leisure Places (23)
Burger King; Catalina Park; Central Park; Disneyland; el Royal; Experience Center del Centro Comercial y de Ocio 7 Palmas; Food Market; Gastro Gallery; Guinate Park; Hard Rock de Playa del Inglés; Holiday World Maspalomas Center; McDonald's; Mogán Mall; Oasis Park; Oasis Wildlife; Old Trafford; Salobre Golf; Siam Park; Sitycleta; Staples Center; The Paper Club; Tropic; WiZink Center

x. Commercial Brands, Names of Natural Species and Diseases (17)
aby Paco; Baby Pelón; Barbie; Captur e-tech Plug-in; Clipper; Coca Cola; Clío e-Tech; Down; Hello Kitty; Metoo; MINI Sidewalk Cabrio; Off-Roader AT32; Parkinson; Pepsi; Rolls Royce; Satisfyer; Thermomix

xi. Names Related to Politics (4)
Albagate; BREXIT; impeachment; Watergate

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6 The form OK occurred for the first time in 1839 as a sort of joke in a satirical article published in the *Boston Morning Post*, *which became very popular.* Cf. https://www.smithsonian mag.com/smart-news/how-word-ok-was-invented-175-years-ago-180953258/

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