The Use of Anglicisms in Spanish Television Commercials of Cosmetics, Hygiene and Personal Care Products

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Abstract

This paper analyses the use of English in Spanish television commercials, since no scientific studies have been carried out so far in this field. Although there are a few similar studies of print media, our review of the literature has shown some gaps in the research on Anglicisms used in advertising. English seems to be widely present in television commercials in Spain for different reasons. Marketing and cost-saving strategies of multinational companies together with the prestige of the English language and Anglo-American culture in Spain are some of the primary causes. In our study, we have focused on a corpus of pure Anglicisms (English words which have not been adapted to Spanish) and pseudo-Anglicisms (terms that do not exist in English, though they are similar to English words), found in commercials related to cosmetics, hygiene and personal care products, as part of the research project "Globalisation and Impact of the Anglo-American Culture on Spain". Five hundred and thirty one commercials of the three main private national television channels in Spain (Tele5, Antena3, LaSexta) and children's Disney Channel (Spain) were compiled in 2013. The results confirm a considerable presence of pure Anglicisms, English-Spanish code switching, pseudo-Anglicisms and Anglo-American imagery and music in the advertising of products related to cosmetics, hygiene and personal care on Spanish television. Consequently, the link of these products to the prestige of the English-speaking world is reinforced.

How to Cite
This paper analyses the use of English in Spanish television commercials, since no scientific studies have been carried out so far in this field. Although there are a few similar studies of print media, our review of the literature has shown some gaps in the research on Anglicisms used in advertising. Formulating cosmetic and personal care products can be as varied as...
the companies who offer them. The Diploma of Personal Care Formulation has been developed to provide a comprehensive approach to teaching the formulation of safe, stable and efficacious personal care products for the hair, hands, body and face. It also covers the development of products from the concept stage and through reverse engineering. It also covers aspects such as self-preserving formulas, use of antioxidants and other agents to prolong shelf life, and challenge testing. Learn how to

Covers the development of products from a product development brief to meet specific organisational needs and preferences for a variety of personal care products. Learn how to

A television advertisement is a duration of the program and paid by an organization that want to promote their product. Advertisement are now the main source of revenue generation for television networks. The effect of commercial advertisements upon the viewing public has been very successful in terms of demand of that product. There are thousands of viewers scattered across every continent, the medium of television is considered as the ultimate platform of the companies. This is now not a smaller medium of marketing, therefore many television advertising agencies employ professional copywriters.