

*CREATIVITY and INNOVATION  
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*Creativity and language use. An analysis of the influence of English in Spanish magazines for young women*

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*Abstract*

*This paper aims to analyse some examples of the influence of the English language in the so-called women's magazines in Spain. With an estimated 4,5 - 5 million readers on a weekly or monthly basis, these texts written especially for women seem far to be a marginal source of information and language production. Their readers are exposed to a large amount of words, collocations and discourse features which clearly occur as a result of the contact with the English language, creating a particular discourse spotted with foreign units and constructions.*

*The paper will focus on the magazines especially conceived for young women, with the purpose of studying the presence of English through their pages. English is not only used as a way of introducing neologisms, as it may often be the case, but also as a language to play with, to evoke and attract the young reader. The linguistic creativity of these magazines - always willing to describe themselves as modern and fashionable - is unmistakably conditioned by Anglo-Saxon parameters and criteria.*

*Attention will be paid to the mechanisms used to introduce English words in this specific type of texts, written for not necessarily English-proficient Spanish women, and to their intended functions in the text. Thus, new adjectives are used to define old properties (as in "tonos nude"), new collocations combine words from both languages ("efecto lifting") and new discourse markers occur ("previo pago, of course"); young women's magazines search their uniqueness in opposition to traditional press. As regards their readers, I will discuss how these changes might affect their actual usage of the language and whether this exposure to English could have implications for the teaching of English as L2 in Spain.*

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