

Lexis of Spanish video game magazines: preferred mechanisms to adapt anglicisms

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The world of video games in Spain can be highly influenced by the use of anglicisms. The language and style used in some Spanish video game magazines were analysed in this paper. A list of anglicisms was extracted and classified into eight different categories (Brito Pérez, 2002) in order to discover which are the preferred mechanisms to adapt these words into Spanish.

A corpus of 1,195 anglicisms was found in the Spanish video game magazines that were analysed (*Micromanía*, *Playmanía* and *Revista Oficial Nintendo*). This confirms there is a significant amount of anglicisms in this type of specialised press. *Calques* were the most recurrent mechanisms: 22% of these words were *creation calques* (some words in Spanish are combined to create a new meaning: *high definition*, *alta definición*) and 14% were *extension calques* (a new meaning is given to a word that already exists in Spanish: *the cloud*, *la nube*). There was also a significant amount (23%) of *hybrid compound anglicisms* (these words combine Spanish and English words: *medios online*) and *pure anglicisms* (18%) that have not been altered at all and are used in their original form in Spanish: *survival horror*.

The use of anglicisms in video games is not only due to the influence of the English language in the technology field (Brito Pérez, 2002), but also to the fact that so many concepts are created so fast that it is difficult to think of a way to adapt those words into Spanish. There is also the social factor, as English words look more technical (Brito Pérez, 2002) and they even sound more modern and young (Gómez Capuz, 1998) in this type of articles.

After analysing the data, I found out that the use of anglicisms was not always consistent (Cabrera Álvarez, 2015). More than one type of anglicisms could be used for the same concept. However, one of these options was always used more often. For example, *seguidor* was used 5 times in all the magazines that were analysed, whereas *fan* was used 39 times.

I observed 3 different options to decide which term to choose: the word that was easier to write or to pronounce was used (*juego de acción y rol* instead of *Action RPG*); the word that has been used in Spanish for a very long time was preferred, even if it has not been completely adapted (*fan* and *seguidor*); and any of the options was used as the concept is so new, it is not known how it is going to evolve (*cool hunting* and *captura de tendencias*) (Cabrera Álvarez, 2015).

Finally, there is a brief description on how the use of anglicisms influences video game titles. I discovered that 84% of 624 video games had their title in English with no modifications (Cabrera Álvarez, 2015). Some of these video games were developed in non-English speaking countries.

A glossary with video game terms can be created in the future to help experts in the field and translators normalise the use of these words.

References

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