

FÉLIX RODRÍGUEZ GONZÁLEZ

University of Alicante

JESÚS CASTAÑÓN RODRÍGUEZ

Independent scholar

Graphic and Orthotypographic Aspects of Anglicisms in the Field of Sports

1. Introduction

Orthographic typography or orthotypography deals with the different uses and conventions applied to the writing of a text, and is particularly concerned with typographic diacrisis, that is to say, the different styles of letters (round, italics, small capitals, etc.) (see Martínez de Sousa 2008: 393). In this paper we focus only on texts of sports journalism which contain anglicisms and present these features. Much of the data has been drawn from the *Gran diccionario de anglicismos* (GDA) and the *Diccionario de anglicismos del deporte* (DAD).

English is one of the official languages used in the international diffusion of sports, which makes it predominant in international competitions and information databases. Since English and Spanish have different structures and categories, it is advisable to bear in mind some elements whenever a text is transferred from one language to the other in order to avoid orthotypographic anglicisms and other aspects of graphic influences.

Overall, the typographic and orthotypographic aspects observed in this field, with regards to anglicisms (see Rodríguez González 2019), are

not very different from the ones in writings in Spanish on the whole, but there exist particularities which it will be useful to underline and nuance.

2. Orthographic aspects

2.1. Use of the initial majuscule

Because of English influence, in writings in Spanish one can spot a growing use of capitals or majuscules in two types of context. The most disruptive one is its recent use in the written press with specific common nouns which, on account of their morphosyntactic nature, have always been excluded in Spanish, as in French; the names of the months of the year (*Enero, Febrero*, etc.) and the days of the week (*Lunes, Martes*, etc.) stand out among them.¹ Majuscules are also spotted frequently in the names contained within the titles of publications, as a quick glance at the bibliographies of various books will prove.

These titles somehow – thematically – keep a semantic relation with “denominations”, and this type of names is prone to be written with capitals because of their “proper noun” condition or their need to be highlighted with clear publicity aims. Such a circumstance prevails and accounts for the use of the capital in the following names related to sports:

- Names of tournaments and competitions in all their significant elements: *Mutua Madrid Open 2019*;²
- Names of entities, clubs and teams, including their shortened forms: *Club de Tenis Puente Romano, Marbella* (Málaga), *Pool* (Liverpool);
- Names of sports which are part of the title of an entity: *Valencia Club de Fútbol*. The English name of teams is not translated and the original spelling is preserved as the original club registration records show: *Athletic Club de Bilbao, Milan A.C.*;
- Official titles of championships: *Volvo Ocean Race Alicante, Íscar Cup, Campeonato de Asturias de Piragua-Cross* (*El Comercio*, 21-2-2017);
- Stadiums with a proper noun and the commercial name of a sponsor: *Allianz Arena*;

¹ See Rodríguez González (1997). Muñoz Guerrero has written a chapter of his book dedicated to the “majusculitis” (2019: 39–49).

² Unless otherwise indicated, the examples come from the GDA and the DAD.

- Connective element of the name of a sportsman, if it is attached to the surname without the first or Christian name: *La nueva vida de Alcaide, el español que ganó a O'Sullivan* (*Marca*, 20-4-2019);
- Abbreviation of the Olympic Games: *Sp. Juegos Olímpicos, JJ. OO.*;
- Denominations of sports entities by way of initials or acronyms. Acronyms with up to four letters are used with capitals: *NBA, UEFA, ULEB.*

Occasionally, an acronym can be written with small letters in the search of a stylistic effect derived from its frequent use and a greater semantic integration of its component elements (*la Uefa*) or when it has undergone a metonymic change (e.g., *un uefo* 'sportsman or team in a European competition organised by the UEFA'; *Fifo* < *adj.* related to an 'international sportsman or team in a world competition organised by the Federación Internacional de Fútbol Asociación'³); this is not strange if one considers the new grammatical status (common noun) linked to that particular trait.⁴

2.2. Use of the initial minuscule

As we have just pointed out, anglicisms standing for sports entities, because of their proper noun nature, are written with initial capital letters. However, on the whole, in so far as they refer to sports varieties or to aspects tightly linked with them (such as instruments and materials used in their practice, their form, etc.), they are written with initial lower-case letters. In this sense, the following categories may be distinguished:

- Names of sports and their varieties: *fútbol, tenis, béisbol, bobsleigh*;
- Names of formulas in motor vehicle sports: *fórmula 1, fórmula 2, fórmula E.*

Because of its format and morphological and grammatical status, the minuscule is categorically also used with derivatives of all types, as in:

- The participants in a sport: *finnista* ('sailor who competes with a Finn').

³ Normally, in everyday usage, *fifo* is an acronym standing for *First-In, First-Out*, used in economic jargon as an inventory costing method used by companies.

⁴ On the semantic changes found in acronyms in general and their spelling, see Rodríguez González (1990).

The same process takes place with the shortening of names of sports varieties, for example, *vóley* and *bike*.

Both morphological phenomena: derivation and shortening entail a degree of lexical integration of the lexemes which originated them. Somehow, integration is more or less closely related to their frequency of use, as we tend to derive or shorten signifiers when we are familiar with their meanings. The proliferation of sports names in today's world and the growing familiarisation with them turn the minuscule and the Roman type (cf. *infra*) into unmarked signs. But this is a modern convention and conventions have a certain degree of arbitrariness and, by definition, are not always unchangeable. In fact, demonyms in the 16th and 17th centuries, for example, were written with an initial capital (see Asociación de Academias de la Lengua Española y Real Academia Española, 2010: 445).

In any case, one should stress the fact that all rules governing the use of majuscules explained in the previous sections are prescriptive today, but the weight of tradition is in opposition to various factors, occasionally of a subjective nature, which account for a certain variability in their application; ultimately they are just recommendations, as the Spanish Royal Academy admits.

Since majuscules are exceptional and marked signs, in case of doubt the minuscule is recommended. But when confronting the phenomenon of variability, the *Real Academia Española* argues that:

Obviously it is impossible to foresee and explain all contexts in which majuscules or minuscules are chosen by the writer, due to the most diverse variables which come into play, and that strictly does not mean that none of them can be taken as incorrect. (Asociación de Academias de la Lengua Española and Real Academia Española 2010: 446; translation by F.R.G. and J.C.R.)⁵

This understanding attitude of the Academy towards the variation in spelling is in accordance with the postulates of modern linguistics, but we should not fail to explain the reasons underlying the choice of a particular variant and the search for the most striking patterns. Thus, making a rigorous examination of the varying use of the spelling of the first initial

⁵ The original text: “[...] es a todas luces imposible prever y explicar todos los contextos en los que quien escribe puede optar por utilizar la mayúscula o la minúscula en función de variables muy diversas, sin que, en rigor, ninguno de los dos usos pueda considerarse incorrecto”.

of the lemmatised entries of the DAD, more than 2,000 in total, we have collected the following: *Browning/browning*, *Cataraft/cataraft*, *Catch/catch*, *Clinic/clinic*, *Derby/derby*, *derbi*, *Final Four/final four*, *Finn/finn*, *Flying Dutchman/flying dutchman*, *Football/foot-ball*, *Instant Replay/instant replay*, *láser/Láser*, *mini-Derby/mini derby*, *Rallycross/rallycross*.

The scarcity of anglicisms subject to variation – 14, in our count, confirms our initial hypothesis, namely, the tendency to use the minuscule because of its common noun nature. But at the same time, their analysis will show us that their conditioning factors, all of a semantic kind, are mostly easy to explain.

The determining point in variation is the conceptualisation of the anglicism as a denomination, that is, the proper noun as the starting point, and its conversion into a generic, and thus, into a common noun (a process called “commonisation” in Anglo-Saxon terminology). Thus, for instance, *Browning* is a type of rifle that is named after the surname of its inventor, John Moses *Browning* (1855–1926), and *Flying Dutchman* is the name of a legendary ghost ship, which explains the use of capitals, but the generalisation of their use leans to the lowercase and this mark is favoured by the lexicographer to lemmatise the anglicism. Consider for example the dictionaries specialised in compiling anglicisms and foreign terms, such as *the Diccionario de frases y expresiones extranjeras* (DPFE), *the Nuevo diccionario de anglicismos* (NDA) and the *Gran diccionario de anglicismos* (GDA); some, like the GDA, with a more descriptive criterion, usually include the two options, as shown in the second example. Analogous explanations could be given for the doublets *Finn/finn*, *Láser/láser*, naming two types of boats.

In some entries, such as *final four/Final Four*, the GDA includes four uses, two with lower-case and two with capital letters, which demonstrate the different style options followed by different journalists and different media, without being able to infer exactly the reasons that led to them. In some very specific cases, such as this one, one could therefore speak of “free variation”. But both the GDA and the DPFE choose the lower case for the motto, following the rule generally observed in the lexicography of foreign loans.

The variation *Derby/derby*, and *mini-Derby/mini derby*, although it may also be subject to stylistic choice, in a certain sense could be considered a case of “complementary variation”. In effect, *Derby*, with a capital letter, is still occasionally used in horse racing when referring to an important horse race, in memory of the famous Derby of Epsom in England. However,

the miniscule is almost categorically used with the meaning that is more familiar today among football fans, as a match disputed by two rival teams.

In certain cases, a name related to a sports activity, such as *clinic*, which could be assigned a minuscule for being a common noun or appellative, takes the majuscule if it is part of a denominative expression: e.g., *Clínica de Fútbol de Diputación*, an example drawn from the GDA. Sometimes the initial majuscule can be used to highlight or underscore the relevance of an anglicised term within a report, a phenomenon referred to as “majuscule of relevance” (see Asociación de Academias de la Lengua Española y Real Academia Española, 2010: 514–515)

3. Typography

There exists a correlation between typography and the degree of integration of an anglicism.

3.1. Roman type

- Names of sports adapted to Spanish: *tenis, pádel, voleibol, triatlón*;
- Names of sports not adapted to Spanish but with great international usage: *body building, curling, kickboxing, rugby*;
- Names of stadiums, clubs, trademarks: *Madison Square Garden, Wembley, Wimbledon*;
- Names of teams: *Sestao River Club*;
- Names of sports which are part of the title of an entity: *Fútbol Club Barcelona, Valencia Basket*;
- Official names of championships: *Ocean Race, Viesgo Night Race*;
- Names of competitions: *Premier League, Europa League, Copa Davis*;
- Names of sports with a Spanish equivalence: *trampolining* (Sp. *trampolín*);
- Words in Spanish derived from sport anglicisms: *beisbolera, beisbolista*;
- Proper nouns and trademarks: *el Nike Total Body Conditioning* (*En forma* 1, 1996: 29);
- Foreign terms accepted by the Spanish Royal Academy: *golf, jazz, rock*.

3.2. Italics

In order to highlight anglicisms, the *Real Academia Española* (RAE) recommends the use of italics in the following cases:

- With names of sports which preserve the original spelling, although the customary use would be the Roman type: *lawn-tennis*;
- Unnecessary anglicisms: *trainer*;
- Names of sports and their terminology with little currency: *bobsleigh*;
- Sport anglicisms not adapted to Spanish or with variants not fully established: *squash*, *touchdowns*;
- Anglicisms used with figurative meanings in a non-sporting context: *casarse de penalti*, *un hat-trick*, *ping-pong*;
- Compounds and multiverbal units: *play off*;
- Word shortenings: *bike*, *motorbike*.

4. Other graphic aspects

Orthotypography also deals with other graphic aspects of the text, among them punctuation, the abbreviation point, the apostrophe, the hyphen, etc.

4.1. Abbreviations

Although in Spanish the dot is the most clearly defining feature of an abbreviation, it is not used in English, and one may find, for example, the abbreviation *cc* for *centímetros cúbicos* ‘cubic centimeters’ to refer to the displacement of an engine, and *JfOO* for *Juegos Olímpicos* ‘Olympic Games’, if it is used as a registered name.

The abbreviation point is found with abbreviations of titles which recur with various teams:

- *Ath.* – Athletic: *Athletic Club de Bilbao*, *Athletic El Llano*, *Athletic Football Club Bournemouth*;
- *C.* – City: *Leicester City*, *Manchester City*;
- *Jrs.* – Juniors: *Argentinos Juniors*, *Boca Juniors*, *Chacarita Juniors*, *Rampla Juniors*;

- *Rac.* – Racing: *Racing Club de Avellaneda, Racing de Mieres, Racing de Montevideo, Racing de Santander*;
- *Sp.* – Sporting: *Defensor Sporting, Sporting de Gijón, Sporting de Huelva, Sporting de Portugal*;
- *Utd.* – United: *Manchester United, West Ham United*.

4.2. Acronyms

By nature, acronyms are generally first found as part of a denominative syntagm whose constituent elements follow an order which squares with the syntax of the language to which they belong. Now, the reverse syntactic order proper of English, when compared with compound terms formed by noun + adjective in Spanish, is kept with some acronyms when translated:

- *IOC* (International Olympic Committee) in English and *COI* (Comité Olímpico Internacional) in Spanish;
- Names of sports with acronyms: *BMX, BTT, MB, TRX*;
- In the case of names of sports with abbreviations formed by letters and numbers, the letter is written with a majuscule: *C-1, K-2*.

This type of abbreviation, named “alphanumeric acronym” by some authors, is characteristically used to refer to well-known football players and great scorers by means of an initial majuscule followed by their first or Christian name, without a separating hyphen, and their bib numbers which correspond to the position they have in the football field. Thus, *CR7* is the logo used in marketing by the Portuguese player Cristiano Ronaldo, and the previous Ronaldo, of Brazilian nationality, who played with the *Barça* in the 1990s, was known as *R9*, and the Uruguayan Luis Suárez, playing till recently as a centre forward with the *Barça* team, was equally named *LS9* (see Romeu Fernández 2017: 60).

4.3. Orthographic signs

Apart from italics, other signs may be used to highlight the condition of an anglicism:

- Inverted quotations
 - » double quotation marks, “ ”, also called “English quotation marks” or “angular quotations” in the Spanish literature, are growing in frequency instead of the often-named Latin, French or Spanish quotation marks, «»;
 - » simple quotation marks ‘ ’ instead of the Spanish «» are used in digital communication and to highlight the presence of an anglicism in a journalistic text, within headlines, summaries and intertitles (see Rodríguez González 2019).
- Apostrophe
 - » In English, it is usual to replace the hundreds and thousands figures by an apostrophe in those names which are part of events and competitions. In Spanish, one space is left between the name and the date: *Atlanta '96* in English and *Atlanta 96* in Spanish.
- Hyphen
 - » In English, results of matches played by two teams or sportsmen are signalled by two numbers separated by a hyphen and a space between the orthographic sign and the figure. In Spanish, no space is left: *Tottenham-Everton: 2-2*;
 - » With names of events and competitions formed by a name, an apostrophe and a year, the apostrophe is replaced by a hyphen: *Atlanta-96, Lake Placid-80*.

4. Final remarks

Today, sport is present not only in federated competitions but also in activities related to advertising as well as commercial and charity events that develop social values. And although there are different official languages in the sports field, there is a clear predominance of English as a lingua franca. Various sports-related texts show noticeable differences. It is therefore convenient to acknowledge differences with regard to their linguistic traits, including typographical ones, between the source and the target languages, in this case, English and Spanish, with the aim of improving understanding and communication.

REFERENCES

- Asociación de Academias de la Lengua Española and Real Academia Española. 2010. *Ortografía de la lengua española*. Madrid: Espasa-Calpe.
- Duro Moreno, M. 1997. La crisis de la diacrisis o la cursiva mal traducida. In: E. Morillas and J.P. Arias (eds). *El papel del traductor*. Salamanca: Colegio de España, 267–291.
- González-Palencia, R. and J.C. Mendaña. 2012. *Marca: Libro de Estilo*. Madrid: La Esfera de los Libros.
- Grijelmo, Á. (ed.). 2019. *As: Libro de estilo*. Madrid: As.
- Martínez de Sousa, J. 2008. *Ortografía y ortotipografía del español actual*. Gijón: Trea.
- Martínez de Sousa, J. 2010. *Diccionario de uso de las mayúsculas y minúsculas*. 2nd ed. Revised and enlarged. Gijón: Trea.
- Muñoz Guerrero, F. 2019. *¡Eso no se dice! Algunos males no menores en el uso del lenguaje (con una miscelánea y dos apéndices)*. Madrid: Pie de página.
- Rodríguez, J.L. (ed.). 1995. *El Mundo Deportivo: Libro de estilo*. Barcelona: El Mundo Deportivo.
- Rodríguez González, F. 1990. Valor metasémico de las siglas. La metáfora y otros cambios de sentido. *Romanische Forschungen* 102(4): 414–424.
- Rodríguez González, F. 1997. La moda de las mayúsculas. *Información* (Alicante), 30 April 1997: 2.
- Rodríguez González, F. 2019. Aspectos tipográficos del anglicismo: panorama y revisión crítica. *Zeitschrift für Romanische Philologie* 135(2): 442–468.
- Romeu Fernández, J. 2017. *Ortografía para todos*. Madrid: J de J.
- Rojas, J.L. 2011. *Periodismo deportivo de calidad. Propuesta de un modelo de libro de estilo panhispánico para informadores deportivos*. Madrid: Fragua.
- Russo, C., Gabriel, A. 2015. *Diferencias ortotipográficas entre el español y el inglés*. Trabajo de Fin de Grado. Universidad de Las Palmas de Gran Canaria.
- Wikilengua: Ortotipografía en deportes. Wikilengua, Madrid. [online] http://www.wikilengua.org/index.php/Ortotipografía_en_deportes (accessed on 31 March 2020).

Dictionaries

- DAD = Rodríguez González, F., Castañón Rodríguez, J. (in press). *Diccionario de anglicismos del deporte*. Madrid: Arco/Libros.
- DPFE = Del Hoyo, A. 1995 [1988]. *Diccionario de palabras y frases extranjeras*. 2nd. ed. Madrid: Aguilar.
- GDA = Rodríguez González, F. 2017. *Gran diccionario de anglicismos*. Madrid: Arco/Libros.
- NDA = Rodríguez González, F., Lillo, A. 1997. *Nuevo diccionario de anglicismos*. Madrid: Gredos.