



CULTURAL ORIENTATION

PORTUGUESE-BRAZILIAN



*Paraty, on the Green Coast of Rio de Janeiro state
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*Sugar Loaf Mountain as seen from Christ the Redeemer, Rio de Janeiro
Wikimedia / chensiyuan*

Chapter 1 | Portuguese-Brazil Cultural Orientation

Profile

Introduction

Brazil is massive in size, population, and natural resources. Officially known as the Federative Republic of Brazil, it is a federal republic with democratically elected leaders representing a multitude of political parties. Brazil's ethnically diverse population of under 206 million includes descendants of European, African, and indigenous (Amerindian) peoples.¹ Such diversity reflects a history of colonialism and immigration dating from 1500, when Portuguese explorers arrived in the region. After more than three centuries of colonial development, Brazil officially declared its independence from Portugal in 1822.² Both the Portuguese language and the Roman Catholicism are reminders of Brazil's colonial past.

Important Elements of Geography

Area

Brazil covers more than 8.5 million sq km (3.3 million sq mi), making it the largest country in South America, slightly smaller than the United States.^{3, 4} Its total land surface covers almost half of the South American continent with the Amazon Basin occupying about two-thirds of the country's area.⁵ It borders every South American country except Chile and Ecuador. In the north, Brazil shares borders with French Guiana, Suriname, and Guyana.⁶ Venezuela and Colombia make up the northwestern border. To the west lie Peru and Bolivia. In the southwest, Brazil borders Paraguay, Argentina, and Uruguay. The country's eastern border is its 7,491km (4,655 mi) coastline on the Atlantic Ocean.^{7, 8, 9}

Climate



Streets of Paraty during rainy season, Rio de Janeiro
Flickr / Zhu

Brazil's climate demonstrates regional variations. Because most of the country lies south of the equator, summer occurs from December through March, and winter from June through September. Northern Brazil, including the Guiana Highlands and the Amazon Basin, has an equatorial climate characterized by hot, humid weather with little seasonal variation. Annual rainfall is around 200 cm (79 in), although some areas may receive as much as 300 cm (118 in). Temperatures can average over 25°C (77°F), with highs usually not surpassing 35°C (95°F).^{10, 11 12} Conditions vary across the Brazilian Highlands. Northeastern Brazil, namely the *sertão* (*backlands*), is the hottest and driest area. Annual rainfall in this drought-prone region ranges from 38-76 cm (15-30 in). Summer temperatures average 29°C (84°F), but highs of 38°C (100°F) are felt during the season. Summer is the rainy season in the central western interior of the highlands, receiving 150 cm (59 in) or more of annual precipitation. The Pantanal wetlands region floods during this time due to abundant rainfall. Temperatures in the highlands are moderate year round, with averages ranging from 20°C (68°F) in winter to 25°C (77°F) in summer.¹³ The coastal lowlands and highland interior are subject to moist oceanic air currents and get rain year round.¹⁴

Geographic Divisions

Brazil has five distinct regions divided into 26 states and a Federal District: Guiana Highlands, Amazon Basin, Brazilian Highlands, Pantanal, and Coastal Lowlands.^{15, 16} The terrain varies from dense tropical rainforests, tropical wetlands, rolling tropical savannas (grasslands), fertile plains and rugged, semiarid plateaus.¹⁷ Brazil also has land rights to four Atlantic coast islands: the archipelago of Fernando de Noronha, the Rocas Atoll, St. Peter and St. Paul's Rocks, and Trindade and Martim Vaz.¹⁸ Most of the population in Brazil occupies the tropical north, northeast and southeast regions where the nation's concentration of industrial manufacturing and agriculture production takes place, such as automobile production.^{19, 20}

Guiana Highlands

Borderlands in the northern region form the northern boundary of the Amazon Basin. It comprises forested lowlands and savannas to rocky peaks and flat, table-topped mountains known as *tepui*.²¹ Mountain ranges in the region include the Serra do Imeri, Serra Parima, Serra da Pacaraima, Serra Acarai, and Serra Tumucumaque. The Serra do Imeri Pico da Neblina at 3,014 m (9,888 ft), near the Venezuelan border, is the country's highest point. Another high point is the flat-topped Monte Roraíma at 2,772 m (9,094 ft), in the Serra da Pacaraima.



Mt Roraima on the Venezuela-Brazil-Guyana border
Wikimedia / Yosemite

The population includes indigenous peoples. Among them are the Yanomami, numbering about 35,000 whose homeland extends into southern Venezuela. It is a site of conflict between the Yanomami and gold miners and loggers who exploit its rich mineral and timber resources.²²

Amazon Basin

Covered in dense tropical rain forests, the low-elevation Amazon Basin extends from the foothills of the Andes in western South America where the headwaters of the Amazon originate to the river's mouth on the coast of northern Brazil. The region's

hot, humid, wet climate supports the vast size and richness of the rain forests.²³ Forested, seasonally flooded plains (*várzeas*) lie along the rivers' branches in central Amazonia. Firm earth (*terra firme*) forests remain untouched by flooding rivers.^{24, 25} Amazonia contains some of the richest biodiversity in the world.²⁶

A few hundred thousand indigenous people, some of whom never had contact with outsiders inhabit the area.^{27, 28, 29} Agricultural expansion, logging, and development fuel rampant deforestation and exploitation of resources.^{30, 31} Controversy and conflict have erupted over land tenure and use practices.³² Environmental activists face death threats, and some have been murdered for their work to preserve the Brazilian rain forest.^{33, 34}

Brazilian Highlands

Known as the *Planalto Central*, or Central Plateau, it consists of rolling, upland savanna; rocky, scrub-covered plateau; and numerous mountain ranges intersected by river valleys.³⁵ A scrub and thorn forest, known as *caatinga*, characterizes the northeast.³⁶ The *sertão*, (wilderness) is the backcountry of this region.³⁷ The central interior consists of savanna (grassland), known as *cerrado*, scattered with shrub and forest.³⁸



*Farm of the Wolf,
located in the Southeastern Region of Brazil
Flickr / Flávio Jota de Paula*

The Mato Grosso Plateau dominates the landscape in the region, with *cerrado* marking the vegetation in the region. In the past, rich Atlantic forests (*Mata Atlântica*) covered eastern and southeastern Brazil. Logging, agriculture, and urbanization in recent decades have reduced the forest to 5% of its original size.³⁹ The major mountain range is the Serra do Espinhaço, which runs north to south through the states of Bahia and Minas Gerais.⁴⁰ The Serra do Mar range runs along the Atlantic coast in the southeast.⁴¹

Pantanal

The largest freshwater wetland in the world, the Pantanal floodplain extends throughout southwestern Brazil into eastern Bolivia and northern Paraguay.^{42, 43} Fed by the Paraguay River and its tributaries, the Pantanal floods during the rainy season. The terrain ranges from flooded grasslands and marshes to patches of wooded savanna.

Despite private ownership of much of the land, the floodplain remains intact because of limited development.⁴⁴

Among the region's inhabitants are cattle ranchers, who herd their livestock to higher elevations during the flood season.⁴⁵ The expansion of farming and ranching, and an increased use of pesticides, substantially alters the region's ecosystem.⁴⁶

Coastal Lowlands

The eastern seaboard, featuring coastal lowlands, was the historic gateway for the Portuguese colonizers of Brazil.⁴⁷ This region forms a part of the vast Brazilian territory where tropical white sandy beaches are scattered with dunes and lagoons. Offshore coral reefs and islands occur in some areas.⁴⁸



*Sunrise in the Perequê Beach
Flickr / Flavio Jota de Paula*

The area, characterized by deep harbors, is where the rugged coastal range drains directly into the Atlantic Ocean. Several of Brazil's cities and poorer neighborhoods sprawl throughout coastal plains and up the hillsides of surrounding ranges.⁴⁹ The port of Santos, the largest in South America and the nation's busiest, is located in São Paulo State.⁵⁰

Rivers

With 14% of the world's freshwater resources, Brazil has an immense capacity for irrigation and hydroelectric power. Nevertheless, millions of Brazilians remain without access to drinkable water because of poor development and distribution.^{51, 52} The Amazon River system, located mostly in Brazil, is the most extensive river system in the world. The Amazon originates in the Andes of Peru on the slope of Nevado Mismi and runs eastward 6,400 km (3,976 mi) to its mouth on the Atlantic coast of northern Brazil.⁵³ Numerous tributaries feed the river. From its mouth, small ships can navigate the Amazon all the way to its upper course in eastern Peru; large ships can travel upstream to the city of Manaus, in central Amazonia.^{54, 55}

The second-largest river system comprises the Paraguay and Paraná rivers, originating in the Brazilian Highlands.^{56, 57} The Paraguay River runs southward through the Pantanal,

flooding seasonally and forming a portion of the Brazilian-Paraguayan border.⁵⁸ Dammed in multiple places, most notably at Itaipú on the Brazilian-Paraguayan border, the Paraná has one of the world's largest hydroelectric facilities.⁵⁹

The Tocantins-Araguaia river system originates in the highlands and runs northward, emptying into the Pará River near the Amazon delta. Tocantins at Tucuruí is a large hydroelectric dam on the river.⁶⁰ The longest river within Brazil, the São Francisco River flows through eastern Brazil.⁶¹

Major Cities

Brasília

The planned city of Brasília began in 1956. Located in the *Planalto Central*, the relatively young city was built to expand development from the eastern seaboard into the central interior. The Distrito Federal, the administrative division surrounding the capital, is also a product of this plan. Brasília officially became the capital in 1960, replacing the former capital, Rio de Janeiro.⁶² Known for its meticulously designed layout, Brasília includes two wing-like residential districts branching off an axis lined with government buildings and other public facilities.⁶³ Created by well-known architect Oscar Niemeyer and city planner Lúcio Costa, the city is now a UNESCO World Heritage site.⁶⁴ Several unplanned satellite cities established themselves on the outskirts of Brasília.⁶⁵ In 2010, population estimates put the population of Brasília at 2.5 million.⁶⁶



Brasilia city
Wikimedia / Governo do Brasil

Manaus

Smaller than many of Brazil's major coastal cities, the river port is significant as the major commercial and transportation hub of Amazonia. The city sits on the north bank of the Rio Negro near the river's confluence with the Amazon.⁶⁷ Channels, or *igarapés* (canoe paths), dissect the river. A former center for the rubber trade, Manaus retains a substantial industrial sector. Its equatorial climate is hot and humid; malaria is common in the region.⁶⁸ In addition to receiving large seafaring ships traveling upstream from the coast, Manaus hosts an international airport. The city is home to

about 1.8 million people.^{69, 70}

Rio de Janeiro

Located on the southeastern coast 350 km (217 mi) northeast of São Paulo, Rio de Janeiro was the capital of both colonial Brazil (1763-1889) and of independent Brazil (1889-1960).⁷¹ Rio extends along the coastal lowlands and up the hillsides of the forested coastal mountains that encircle and divide it. Mount Corcovado (Morro do Corcovado), rising 704 m (2,310 ft), is the site of the city's statue of (*Cristo Redentor*), standing 30 m (98 ft).^{72, 73} On the coastal plain, Rio's central district abuts the western beach-lined shore of Guanabara Bay, a natural deep-water harbor. It is the center of Brazilian culture and tourism, especially for the festival of *Carnaval*. Rio has a population of 6.3 million, with a fifth of its residents living in slums (favelas).^{74, 75}

Salvador

Salvador lies on a peninsula separating the Atlantic Ocean from the *Baía de Todos os Santos*, or All Saints' Bay. It is one of Brazil's oldest cities. Its location alongside a natural deep-water harbor played a vital role in its development, remaining a major port. Portuguese settlers founded the city in 1549 as the colony's first capital.⁷⁶ As a shipping center for sugarcane exports, Salvador became the Portuguese empire's second-greatest city, after Lisbon, the capital of Portugal.⁷⁷ Today, the majority of the city's residents numbering 2.7 million, are partly or primarily of African descent. Salvador is a vibrant center of Afro-Brazilian culture.⁷⁸ Salvador's city center has two parts: a lower city (*cidade baixa*) including the port, and an upper city (*cidade alta*), which sits atop an adjacent bluff.^{79, 80}



*Downtown Salvador
Flickr / Robert Dunn*

São Paulo

São Paulo lies in an upland basin inland from the coast and the port city of Santos. It is the largest city in Brazil.⁸¹ Although its urban population is about 11 million, the greater metropolitan area, known as Greater São Paulo, has about 19 million people.⁸² The

city's development began with the enhancement of the Brazilian coffee trade in the 19th century.⁸³ Thereafter, São Paulo grew rapidly as the center of industrialization. Today, it is a major industrial and financial hub.⁸⁴ About one-third of the population lives in *favelas*, or shantytowns.⁸⁵ Locals call the city *Sampa*; its residents are *Paulistanos*.⁸⁶ Crime is a major problem, and robberies and home invasions affect all socioeconomic levels.⁸⁷

Important Elements of History

Pre-colonial History

Archaeological evidence indicates that humans settled the Brazilian region by 9000 B.C.E. Indigenous peoples lived in small, simple societies.⁸⁸ When the Portuguese arrived in 1500, an estimated 2-6 million Amerindian peoples inhabited the Brazilian region.⁸⁹ Consisting of several hundred tribes, they migrated throughout the region, subsisting as hunters and gatherers or small-scale farmers and fishermen. In particular, various Tupi-speaking tribes, or Guarani Indians were the indigenous forest groups living along the coastal regions when the Portuguese first made contact.^{90, 91} They are the most influential single ethnic group influencing the development of modern day Brazil with modern cities and places named in Tupi.⁹²



*Megaliths in the Solstice Archaeological Park, in Amapá, erected between 500 and 2000 years ago
Wikimedia / Yurileveratto*

The Early Colonial Era

Portuguese explorers landed on the Brazilian coast on 22 April 1500. They claimed the region in accordance with the terms of a treaty with Spain, the Treaty of Tordesillas (1494), dividing the recently discovered New World between the two colonial powers.⁹³ Originally named Vera Cruz (True Cross), it was later renamed Brazil after a local type of tree, the *Pau-Brasil* (Brazilwood).⁹⁴

In the 1530s, Portugal initiated a campaign to colonize the region. The Portuguese King, João III, instituted a hereditary captaincy system in which nobles willing to develop their respective territories in the name of Portugal received land grants.⁹⁵ Proving a

failure, the king abolished this system, establishing administrative control over the coastal region. Tomé de Sousa, the colony's first governor-general, arrived in 1549, founding the city of Salvador, the colonial capital until 1763.⁹⁶ Jesuit missionaries arrived with Sousa and established missionary villages (*aldeias*) to convert the indigenous people to Christianity.⁹⁷

Colonial Expansion and Slavery

From the 1530s through the mid-1600s, sugarcane was the commodity that fueled the colonial economy. Slave labor enabled development of sugarcane plantations. Failing to enslave the indigenous people, the Portuguese relied on African slaves.⁹⁸ Diseases such as influenza, smallpox, and measles reduced the indigenous population to 150,000 in the early 20th century.⁹⁹ This decline was attributed to *bandeiras*: slave-hunting missions in the Brazilian interior. Based in São Paulo, these missions contributed to the expansion of Portuguese territory throughout the 17th and 18th centuries.¹⁰⁰



Ouro Preto (Black Gold), one of the main Portuguese settlements founded during the gold rush of Minas Gerais.
Wikimedia / Morio

A gold and diamond rush in the southeast in the 17th century, prompted officials to move the colonial capital from Salvador to Rio de Janeiro in 1763. African slaves worked the Brazilian mines and the sugarcane plantations.¹⁰¹

Independence

Independence movements arose in the 18th century as the mining economy declined.¹⁰² In 1807, Napoleon's invasion of Portugal compelled the Portuguese monarchy, led by prince regent Dom João VI, to flee to Brazil. In 1815, he declared the establishment of the United Kingdom of Portugal, Brazil, and the Algarves, elevating Brazil from a colony to a kingdom.¹⁰³ Dom João returned to Portugal in 1821 amid a domestic crisis, leaving his son, Dom Pedro, in control of Brazil. After the Portuguese government's

attempts to relegate Brazil to a dependent colony, Dom Pedro founded an independent Brazilian government on 7 September 1822. Dom Pedro adopted the title of Emperor on 1 December 1822.¹⁰⁴ After relatively minor skirmishes, the Portuguese recognized Brazil's sovereignty in 1825.¹⁰⁵

The Brazilian Monarchy

Social and territorial conflict marked the first decades of independence. In 1831, Dom Pedro abdicated the throne, authorizing three regents to rule until his 13-year-old son, Dom Pedro II assumed power in 1840, ruling until 1889.¹⁰⁶ Prosperity and progress characterized the period with development of railways and other infrastructure. Coffee cultivation fueled the economy as the major export.¹⁰⁷ Meanwhile, the government introduced efforts to abolish the slave trade. The emancipation process for Brazil's remaining slaves occurred, 13 May 1888.¹⁰⁸

The Paraguayan War (1864-1870) (War of the Triple Alliance) marked the reign of Pedro II.¹⁰⁹ Paraguay lost more than half its population in defeat.¹¹⁰ Brazil experienced heavy casualties, annexing a portion of eastern Paraguay in the victory.¹¹¹ The war and the abolition of slavery culminated in a military coup on 15 November 1889.¹¹²

The Brazilian Republic

The leaders of the coup founded a constitutional republic on 24 February 1891. Prudente de Morais took office in 1894.¹¹³ He was the first of several Brazilian leaders originating from the politically powerful *Partido Republicano Paulista*.¹¹⁴ By fixing elections and manipulating political appointments, wealthy, landowning elites in the southeast controlled this era. Falsified elections resulted in the growth of social movements dissatisfied with the government and rural elite.¹¹⁵ Immigrants flooded Brazil, providing cheap labor for the booming coffee industry. The 19th and 20th centuries also saw a booming rubber industry emerge in Amazonia, where exploitation of the rubber tree fueled regional development.¹¹⁶

The Vargas Era (1930–1954)

Washington Luís, the president in 1929, refused alternation of the presidency between politicians of São Paulo and Minas Gerais states.¹¹⁷ Getúlio Vargas, a former governor of Rio Grande do Sul, used the military to seize power. Vargas centralized the government, instituted electoral reforms, and created an economic sector for industrialization. In 1937, he formed the *Estado Nôvo* (New State), assuming dictatorial powers.¹¹⁸ Vargas distributed government jobs and instituted labor reforms, including a minimum wage that drew support from the working class.¹¹⁹ Under threat of a military coup, Vargas resigned in October 1945.¹²⁰ General Eurico Gaspar Dutra was elected president in December 1945 while Vargas took elected office in the senate. Five years later, Vargas won the presidential election.¹²¹ Economic woes, civil unrest, and corruption plagued his term. Under threat of a military coup, he committed suicide in August 1954.¹²²



Getúlio Vargas, president of Brazil between 1930 and 1945 and between 1951 and 1954
Wikimedia / Governo do Brasil

The Post-Vargas Republic (1954–1964)

Elected in 1955, Juscelino Kubitschek de Oliveira promoted a policy of intensive government-funded development in industry and infrastructure.¹²³ He expanded large economic sector production in iron, steel, petroleum and coal. Kubitschek's policies produced large gains in the gross domestic product (GDP), but the government incurred massive debt due to the lack of private investment. He was instrumental in the planning, construction and dedication of Brasilia, Brazil's new capital.¹²⁴ His successor, Jânio Quadros, assumed office in January 1961, serving fewer than 7 months before suddenly resigning, granting power to Vice President João Goulart, removed from power by a military coup in 1964.^{125, 126, 127}

Military Rule (1964–1985)

Implementing economic reforms and removing leftist political elements, Brazil's military maintained the representative structure of government. However, the regime's policy changes and constitutional law (Institutional Acts) grew repressive.¹²⁸ Led by military commanders, the regime consolidated power and outlawed political opposition. Dissidents were subject to arrest, detainment, torture, and execution.¹²⁹ Civil liberties and freedom of the press were curtailed. Repression peaked under President General Emílio Garrastazu Médici between 1969 and 1974.¹³⁰ Médici oversaw economic growth referred to as the "Brazilian miracle."¹³¹ From 1968-1974, the economy grew at a remarkable pace, foreign investment was high, and infrastructure projects, such as the Trans-Amazonian Highway, began.¹³² General Ernesto Geisel (1974-1979) and General João Figueiredo (1979-1985) reinstated civil liberties.^{133, 134} Direct elections for state governors in 1982 installed opposition candidate Tancredo Neves in the presidency in 1985. Neves died prior to assuming office with Vice President José Sarney assuming the presidency.¹³⁵

Transition to Democracy

President Sarney faced high inflation and a rising foreign debt. Despite economic woes, the government passed a new constitution in 1988, restoring civil liberties and allowing direct presidential elections in 1989.¹³⁶ Fernando Collor de Mello won the 1989 election but resigned in 1992 amid a corruption trial.¹³⁷ Itamar Franco, the vice president, replaced Collor de Mello. Franco's finance minister, Fernando Henrique Cardoso, developed economic reforms instituting a new currency, the real (BRL) while reducing government spending. Cardoso won the 1994 presidential election after an economic recovery.¹³⁸ Cardoso won again in 1998, but competition within his coalition government weakened his administration.^{139, 140}



Chamber of Deputies of the Brazilian National Congress
Wikimedia / José Cruz/Abr

Luiz Inácio Lula da Silva (*Lula*) won the presidential office in 2002 and 2006. A member of the Workers' Party (*Partido dos Trabalhadores*), Lula was the country's first working-class president.¹⁴¹ His terms in office featured economic growth and reform. Lula's social and economic policies emphasized reducing poverty and hunger. By mid-2009, 21 million Brazilians had arisen from poverty under his administration.¹⁴² However, Lula's administration and party suffered corruption scandals resulting in the resignation of officials.¹⁴³ In 2010, Dilma Rousseff won the presidential election, becoming Brazil's first female president.¹⁴⁴ Today, the impeachment of President Rousseff and charges of corruption for Lula associates them with the Petrobras scandal.¹⁴⁵



Dilma Rousseff, president of Brazil between 2011 and 2016
Wikimedia / Roberto Stuckert Filho

Government

The Brazilian government is a federal republic with executive, legislative, and judicial branches. Direct popular vote to a four-year term determines the president, who is the chief of state and head of government. A president may serve a maximum of two terms. The legislative branch consists of a bicameral National Congress comprising a Federal Senate (the upper house) and a Chamber of Deputies. Brazil's numerous political parties typically ensure a coalition government in which multiple represented parties enter into a power-sharing agreement.¹⁴⁶ However, party loyalty is weak and changes in party affiliation are common among elected officials.¹⁴⁷ Voting is compulsory for all literate Brazilians aged 18-70.¹⁴⁸

There are 26 *estados* (states) in Brazil and one Distrito Federal (Federal District) at the capital. Elected governors and legislative assemblies administer the states.¹⁴⁹ Municipalities (*municípios*) are county-like districts comprising an urban center and surrounding rural areas. An elected mayor and city council govern the municipalities.¹⁵⁰ Governors and mayors exercise considerable power because of constitutional provisions mandating revenue allocation to states and municipalities.¹⁵¹ The federal government divides the country into five major geographic regions: the North (*Norte*), Northeast (*Nordeste*), Central-West (*Centro-Oeste*), Southeast (*Sudeste*), and South (*Sul*). Each region consists of several states.¹⁵²

Media

Brazil's constitution establishes freedom of speech and of the press.¹⁵³ Large conglomerates, with diversified operations including television, radio, and print media, dominate the independent press.¹⁵⁴ Despite the high concentration of ownership by a few firms in both broadcast and print media, hundreds of daily newspapers and television channels and thousands of radio stations express many viewpoints. Commercial criteria, rather than censorship, dictate coverage. Foreign news comes from international wire services.¹⁵⁵ Most Brazilian households have televisions, although rural areas require satellite service.¹⁵⁶ Brazilian *telenovelas*, or soap operas, are extremely popular and broadcast internationally.¹⁵⁷ A few state-owned television channels broadcast educational and cultural material.¹⁵⁸ Access to the internet is mostly free of government restrictions. As of 2014, Brazil had nearly 108.2 million internet users.¹⁵⁹



Former president of Brazil, Fernando Henrique Cardoso, before voting
Flickr / Ricardo Motti

Important Elements of the Economy

The Brazilian economy is the largest in South America.¹⁶⁰ The agricultural sector accounts for around 6% of GDP, but related agribusiness greatly contributes to the country's immense industrial output. Brazil is the world's foremost producer of coffee, tropical fruits (oranges), and sugarcane.¹⁶¹ Produced from sugarcane, ethanol is a biofuel exported and widely used domestically as a vehicle fuel. Other major crops include soybeans, corn, cassava (yucca or manioc), cocoa, and tobacco. Home to one of the largest livestock populations in the world, Brazil is also a major producer of beef, poultry, and other animal products.¹⁶² Approximately 16% of the Brazilian labor force works in agriculture, predominantly in the southeast and south.¹⁶³

Manufacturing and Mining Industries

Brazil's immense natural resources fuel its industrial manufacturing sectors.¹⁶⁴ The eastern states of Bahia and Minas Gerais are Brazil's largest exporters of mineral products, including aluminum, bauxite, graphite, manganese, copper, gold, iron ore,

and precious gems, such as emeralds.¹⁶⁵ The manufacturing sector, concentrated in the southeast and south, produces automobiles, aircraft, machinery, chemicals, consumer goods (shoes), textiles, and processed foods.¹⁶⁶ The Amazon Basin is a major source of timber. According to 2012 figures, Brazil has 14 billion barrels of proven oil reserves, making it among one of the world's most oil-rich countries.^{167, 168} Brazil is a leading producer of hydroelectric energy and ethanol.¹⁶⁹

Employment

The services sector, including finance, commerce, telecommunications, and government, is the country's largest formal economic sector and the employer of roughly two-thirds of the labor force.¹⁷⁰ However, Brazil's informal economy is vast, accounting for an estimated 40% of GDP and 50% of urban employment in recent years.¹⁷¹ Heavy regulation, bureaucratic red tape, and high taxes contribute to this trend. Buttressed by a stable, democratic government, Brazil is Latin America's leading recipient of foreign direct investment (FDI). The United States has historically been Brazil's primary source of FDI and its leading trade partner.¹⁷² Brazil overcame longstanding foreign debt concerns to become a net external creditor in 2008.¹⁷³

Ethnic Groups/Languages

Brazil's population reflects its history of immigration.¹⁷⁴ More than 48% of the population is of European descent, including Portuguese, Italian, Spanish, German, Dutch, and Polish.¹⁷⁵ They settled primarily in the southern states of São Paulo, Paraná, Santa Catarina, and Rio Grande do Sul.¹⁷⁶



Caboclos, mixed European and Amerindian
Wikimedia: Paulo Camelo

Reflecting a long history of interracial marriage and relations, around 43% of the population is multiracial.¹⁷⁷ This includes mixed European and African (*mulattos*), mixed European and Amerindian (*caboclos*), and mixed African and Amerindian descent.¹⁷⁸ Brazilians of African ancestry (Afro-Brazilians), make up 8% of the population.¹⁷⁹ They descended from millions of Africans brought to the region during the slave trade.

Brazil's surviving indigenous peoples, (Amerindians) account for a small percentage of the population, about 0.4%.¹⁸⁰ Living throughout the country, most reside in the

Amazon Basin.¹⁸¹ Within this group are 230 subgroups that speak varied languages and dialects. Some remain isolated, but most maintain some contact with the dominant society. Despite the 1988 Constitution's allocation of more than 350 Amerindian reservations, covering more than 10% of Brazil's land area, farmers and outsiders do not respect the borders.¹⁸²

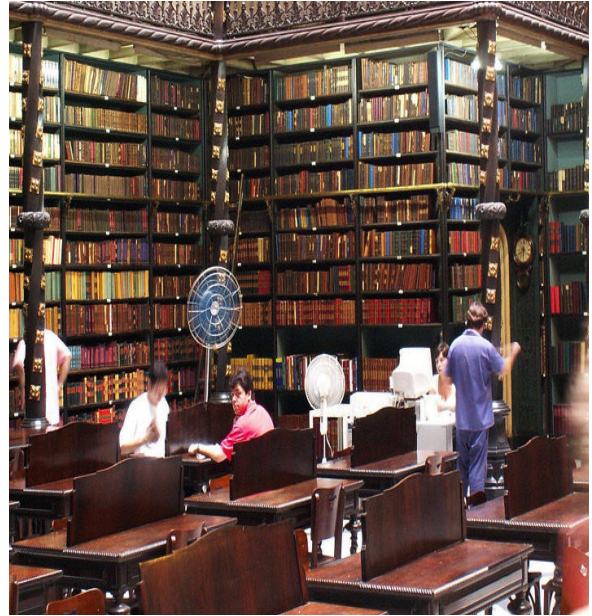
Racial Categories and Relations

Brazil has often been described as a society shaped by extensive cultural integration and a strong sense of shared national identity. This sense of identity has historically contributed to social cohesion within a population shaped by multiple cultural and ancestral influences.¹⁸³

For official administrative purposes, including the national census, Brazil classifies its population using racial categories. Clear, objective classification is difficult due to the country's extensive history of intermarriage and population mixing. As a result, racial identification is largely based on physical appearance, particularly skin tone, and individual self-identification. People of European ancestry commonly identify as branco (white), those of mixed ancestry as pardo (brown), and those of African ancestry as preto (black).

Language

Brazilians speak Portuguese, the country's official language. Since its introduction in the 16th century, the Portuguese language has changed by contact with other indigenous languages. Among the most influential were those of the Tupi-Guarani language group, spoken by many native tribes and used for communication with Portuguese settlers during the colonial era. Varieties of Portuguese spoken in Brazil today include elements of African



Royal Portuguese Reading Room in Rio de Janeiro, Brazil

Flickr / uwe kempa

languages, as well as Italian, German, and Japanese.¹⁸⁶ Many speak or understand Spanish, which, like Portuguese, forms the Romance language group and is the predominant language of most adjoining countries. The fusion of Portuguese and Spanish along the border countries brought about *Portuñol* as a way of communicating between Brazilians and neighboring Spanish-speaking countries.¹⁸⁷

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Chapter 1 | Profile

Assessment

1. Brazil is the largest country in South America.
2. Brazil claims the largest freshwater wetland in the world.
3. The Amazon River is the largest river located entirely in Brazil.
4. Rio de Janeiro is the capital of Brazil.
5. Today, Amerindian populations remain large.

Assessment Answers: 1. True; 2. True; 3. True; 4. False; 5. False;



*Christ the Redeemer, Rio de Janeiro
Flickr / Geraint Rowland*

Chapter 2 | Portuguese-Brazil Cultural Orientation

Religion

Introduction

Spirituality and religion, though not actively practiced, are important parts of Brazilian heritage and identity. Christianity is the predominant religion, and the majority of Brazil's population is Roman Catholic. Brazil has the largest Roman Catholic population in the world.¹ The Portuguese spread Catholicism to convert the indigenous population. Additionally, the Portuguese imported a large number of African slaves. Both the indigenous peoples and slaves retained elements of their native belief systems, often blending them with Catholicism or other forms of spiritual practice. Today, many Brazilians continue to practice native or syncretic (partly blended) religions. Catholics also observe popular folk traditions, such as the veneration of saints or

belief in superstitions. Evangelical churches, which have grown dramatically over the last several decades, have drawn many Brazilians away from the Catholic Church.²

Overview of Major Religions

Roman Catholicism

The Portuguese brought Roman Catholicism to the region when they arrived in 1500. Jesuit missionaries dominated the religious landscape of colonial Brazil, working to convert the indigenous peoples and African slaves.³ They established missionary villages (*aldeias*), schools (*colégios*), and expansive commercial operations employing indigenous labor.⁴ Colonial authorities expelled the Jesuits from the colony in 1759 amid charges of commercial profiteering, which authorities viewed as a threat to their own economic designs.⁵

The expulsion of the Jesuits reflected the weak political and institutional power of the Catholic Church in Brazil, playing a subordinate role to the Portuguese monarchy. This continued under the independent Brazilian monarchy, suppressing additional Catholic orders and implementing policies limiting the Church's reach.⁶ By 1889, the Catholic Church had only a small institutional presence with no political or economic power in Brazil.⁷

Catholicism in Brazil

Historically, Catholicism was widely adopted but only loosely practiced. Most Brazilians identify as Catholics, but do not actively practice the religion, or combine it with folk or native religions. African slaves and indigenous peoples have retained or blended their native religions with elements of Catholicism, giving rise to syncretic religions.⁸ A form of Catholicism emerged around the veneration of saints, a practice that remains common. It involves homage to Catholic saints believed to wield special powers in one or several specific areas of life, such as marriage or childbirth.

This appeal for a saint's assistance may be expressed through prayers, vows, donations



*Metropolitan Cathedral of Our Lady Mother of God,
Porto Alegre
Wikimedia / Zimbres*

to the church, or pilgrimages to holy venues, where practitioners may light candles or make other votive offerings. In the 2000 census, nearly three-fourths of the Brazilian population identified as Roman Catholic.⁹

The Charismatic Renewal

There has been an increase in the number of Protestants, especially those belonging to evangelical churches.^{10, 11} The Catholic Church initiated a campaign, the *Charismatic Renewal*, to compete with evangelical churches, which offer contemporary music, services at all times of day, and a less patriarchal structure. Although *Charismatic Renewal* contrasts greatly with traditional Catholic services, it received the approval of the Vatican as part of its effort to retain Brazil's dwindling number of Catholics.^{12, 13}

Protestantism

Protestant groups established themselves in Brazil in the 19th century, originating from Germany and Britain as missionaries or immigrants.^{14, 15} Protestantism became popular in the 1980s through evangelicalism.¹⁶ In the 2000 census, about 15.4% of the Brazilian population classified itself as Protestant, which includes Lutherans, Presbyterians, Baptists, Seventh-Day Adventists, and Methodists. These groups are concentrated in southern Brazil.^{17, 18}



Seventh Day Adventist church in the Amazonian region
Wikimedia / Bruninhor

Pentecostalism and Evangelism

Pentecostalism is a denomination in which believers interact directly with God and the Holy Spirit. They believe God endows them with the gifts of prophecy, healing, and speaking in tongues. The movement takes its name from the Day of Pentecost, when Jesus' 12 disciples were baptized by the Holy Spirit and received the gift of tongues. Pentecostalism embraces emotion, spiritual revival, spiritual renewal, and a literal interpretation of the Bible.^{19, 20}

The Pentecostal message of renewal, moral responsibility, and a savior resonates with

Brazil's urban poor, many of whom live a life of hardship and frequent exposure to crime and drug abuse.²¹ Many Brazilians embrace Pentecostal and other evangelical churches because they adapt easily to local customs by incorporating music, language, and personal experience as means of worship.²²

Syncretism

Syncretism is a fusion of different religious beliefs blended in an effort to reconcile variations. This occurs in Brazil as part of its history of diverse cultural contact, conflict, exchange, and assimilation. In the colonial era, many African slaves retained their native religious practices while blending them with elements of Catholicism and other religions.²³ Today, many Brazilians continue to practice syncretic religions that combine elements of African, Amerindian, Christian, and other belief systems.²⁴

Candomblé

African slaves of Yoruba and Bantu heritage brought *Candomblé's* foundational elements, largely based on African religious rites and beliefs. Its practitioners believe in a Supreme Being called Olurum or *Oludumaré*. Spirits or deities, known as *orixás*, are intermediaries between humans and the Supreme Being.²⁵ The veneration of saints as intercessors between humans and God occurs, in a manner similar to that in the Catholic Church. *Orixás*, therefore, have both African and Catholic identities, a feature that allowed African slaves to worship their native spirits while outwardly adopting Catholicism. *Candomblé* rites initiate communication with one of the many *orixás*, whose powers pertain to specific aspects of life, such as health, love, or war. *Candomblé* ceremonies involve music, dance, feasts, and religious offerings. Priestesses (*mães de santo*) or priests (*pais de santo*) serve as mediums for the *orixás* and lead events at sacred spaces known as terreiros. There are several festivals to honor the *orixás*.²⁶



Candomblé rituals
Flickr / Diego Gomes

Umbanda and Macumba (Quimbanda)

Umbanda is a blend of African, Catholic, Amerindian, and Spiritistic beliefs developed

in the 20th century in Rio de Janeiro. Known as *magia branca* (white magic) it is practiced differently by different sects.²⁷ Practitioners of *Umbanda* recognize a pantheon of *orixás* with corresponding Catholic identities. Their venerated spirits include Brazilian type *caboclos* (indigenous peoples) and *pretos velhos* (old blacks).²⁸ *Umbanda* rites invoke these spirits; temporarily inhabiting spiritualistic mediums who, in turn, convey their insights to participants. As in *Candomblé*, priestesses (*mães de santo*) or priests (*pais de santo*) lead these ceremonies.²⁹

The religion *Umbanda* contrasts with *Quimbanda*, known as *Macumba* or *magia preta* (black magic), which harnesses evil spirits for malevolent and harmful purposes.³⁰ *Quimbanda* is associated with witchcraft (*feitiçaria*), a practice that has roots in African and indigenous customs.^{31, 32}

Other Spiritual Practices

Shamanism (Pajelança)

Shamanism (*pajelança*), is an indigenous belief system that remains popular among Amerindians and *caboclos* (indigenous peoples). Shamans, or *pajés*, are spiritual leaders and healers in the community. They practice traditional medicine, drawing upon the region's wealth of plants and other natural resources. These may include hallucinogenic substances used by the shaman to communicate with spirits while in a sacred trance.³³ Spirits may be those of ancestors, animals, or natural objects. Some practitioners absorbed elements of Catholicism or other religions into their rites.³⁴

Kardecism (Spiritism)

Hyppolyte Léon Denizard Rivail, a French scientist and mystic, promoting his ideas under the pseudonym Allan Kardec in the 19th century, introduced *Kardecism (High Spiritism or Spiritualism)*.³⁵ Its objective is to communicate with spirits, who speak through mediums during *séances*. Practitioners of *Kardecism* believe in reincarnation and karma, the notion that a person's good and bad deeds influence their soul's evolution over time.^{36, 37} Charity is therefore an important part



Old Black Women and Men Spirits Images
Wikimedia / Junius

of *Kardecist* practice in Brazil.³⁸ *Kardecism* grew popular among Brazil's educated middle class in the 20th century, influencing the development of syncretic religions such as *Umbanda*. Kardecism is more popular among whites and the intellectuals of Brazil, where one-third or more Brazilians visit Spiritist priests or guides while simultaneously practicing Catholicism and Spiritism.^{39, 40, 41, 42, 43}

The Role of Religion and Government

Freedom of religion in the Brazilian constitution of 1988 typifies Brazil's secular qualities. Religious discrimination is illegal. The government observes a general policy of ensuring access to religion in all civil and military settings. Accordingly, public educational facilities must provide optional religious instruction for students. The government recognizes numerous Catholic holidays as either national or regional holidays.⁴⁴ Although the Roman Catholic Church is no longer affiliated with the government, it retains a strong cultural and political influence reflected in public policies, such as a nearly comprehensive ban on abortion.^{45, 46, 47}



Thanksgiving Mass for closing parliamentary activities of 2015
Wikimedia / Senado Federal

Influence of Religion on Daily Life

The daily role of religion varies according to a person's religious affiliation, socioeconomic background, family, gender, and personal choice. Among Brazilian Catholics, the percentage of those who practice the religion is small. Catholic practices include regular attendance at Mass, with Sunday and holiday Masses being the most important. At Mass, Catholics receive the Sacrament of the Eucharist, or Holy Communion, in which consecrated bread and wine become the body and blood of Christ. This is the belief that the crucifixion of Jesus Christ absolved the sins of humankind and was thus a sacrifice. Another practice is the Sacrament of Reconciliation, in which Catholics confess their sins to a priest, who acts as Jesus to absolve them of their sins and prescribe penance. Practitioners of popular or folk Catholicism may make vows, offerings or pilgrimages in honor of Catholic saints. Catholic holidays and observances mark the annual calendar, while major life events such as baptism and marriage are sacraments (sacred rites)

in the Catholic Church. Catholicism's greatest legacy for Brazilians was to convey the values of collectivism, hierarchy, male domination, family, and community.⁴⁸

Religious Conventions and Gender Roles

Women, seen as subordinate to men in Brazil's patriarchal structure, are widely described as a legacy of traditional Catholic values.⁴⁹ Catholic traditions include prohibitions on birth control and abortion—issues that affect women. Within the Catholic Church, women may be nuns but cannot be ordained as priests. In contrast, Brazil's African-based religions, most notably *Candomblé*, endow women with active and authoritative roles. Both men and women may lead rites as a priest or priestess in *Candomblé*. However, in some groups, the priestess traditionally occupies a higher position in the religion's social hierarchy.⁵⁰

Religious Events

Brazil hosts a great variety of folkloric and religious festivals, which are a frequent and widespread throughout the country. Festivals (*festas*) are the most common form of religious expression and participation in Brazil. While *Carnaval* is one of the most festive expressions of Brazilian culture, other festivals take place throughout the year and in many different regions celebrating distinct traditions. Such festivals as Gaucho Pride (*Semana Farroupilha*) in Porto Alegre, celebrate the traditions of the Rio Grande do Sul state.⁵¹



*Celebrating the Farroupilha week
Flickr / Renan Silva*

Another commemorates the Bembé Market Feast in May at the Bahian Recôncavo region of the state of Bahia to mark the end of slavery in Brazil.⁵²

Religious Holidays

For Roman Catholics, the major holidays are Easter, Christmas, and Our Lady Aparecida (*Nossa Senhora da Conceição Aparecida*). The occurrence of large public processions throughout the Holy Week characterizes Easter (*Páscoa*) prior to Easter Sunday Mass.⁵³

▶ Will you celebrate Easter tomorrow?

Visitor:	Will you celebrate Easter tomorrow?	vosey vaay komemoraar a paaskowa aamaanyaa
Local:	Yes.	s/i/

Exchange 1

Brazilians celebrate Christmas (*Natal*) with a late mass on Christmas Eve, followed by a special Christmas dinner (*ceia de Natal*). *Papai Noel* (Santa Claus) traditionally leaves presents.⁵⁴ Described as Brazil’s biggest religious festival, Nossa Senhora Aparecida, is on 12 October, which marks the discovery of a black Madonna figure caught in a fishermen’s net in 1717. The figure brought a large catch of fish that day, thereafter associated with numerous miracles in the region. Later adopted as Brazil’s patron saint, the saint’s shrine grew to become the most popular pilgrimage site in the country.⁵⁵

National Holidays

Both Christmas and Our Lady Aparecida are national holidays. Good Friday (*Sexta-Feira da Paixão*), the Friday before Easter, is also a national holiday. Events include passion plays with a dramatization of the Passion of Christ (the story of Christ’s arrest and crucifixion).⁵⁶ Easter Sunday marks the end of Lent, a 40-day period when devout Catholics practice self-denial and enhanced piety and prayer. Additional government-recognized Catholic holidays include Saint Sebastian’s Day, Ash Wednesday (the beginning of Lent), Corpus Christi, Saint John’s Day, Our Lady of Carmen (*Carmo*), the Assumption of the Blessed Virgin Mary, All Soul’s Day, and the Feast of the Immaculate Conception.⁵⁷



Festas Juninas, popular summertime festivals
Flickr / Sottovia

Popular summertime festivals collectively known as *Festas Juninas* include Saint Anthony’s Day (13 June), Saint John’s Day (24 June), and Saint Peter’s Day (29 June).⁵⁸ Additionally, there are Catholic celebrations commemorating saints. For practitioners of folk Catholicism, religious holidays are commemorate Padre Cicero Romão Batista (1844-1934). The Catholic Church excommunicated him after disputing his alleged

miracles. Nonetheless, he remains venerated by many Catholics, who make pilgrimages to his tomb and shrines around the country.⁵⁹

Afro-Brazilian and Syncretic Festivals

Practitioners of *Candomblé* and Umbanda also observe their own unique festivals. Both groups commemorate the Festival of *Iemanjá* in Rio de Janeiro on New Year’s Eve and New Year’s Day. Worshipers gather on Copacabana beach in Rio de Janeiro and toss offerings into the sea to commemorate Iemanjá, the *orixá* of the sea.⁶⁰ Another *Candomblé* festival, *Lavagem do Bonfim*, or the Washing of Bonfim, takes place in Salvador on the second Thursday of January. Drawing hundreds of thousands of participants, this holiday features a huge procession that ends at the steps of the Church of Our Lord of Good Endings (*Nosso Senhor do Bonfim*). The procession attendants wash the steps of the church, which is associated with the *Orixá* of Oxalá.⁶¹

Places of Worship

Brazil has many religious venues that correspond to its diverse religious faiths. *Igrejas* or *catedrales* are the Portuguese names for Roman Catholic churches. Many historic Catholic churches and missions remain intact. Among the country’s modern facilities is the Basilica of the National Shrine of Our Lady Aparecida (*Basílica do Santuário Nacional de Nossa Senhora Aparecida*), which is one of the largest Catholic churches in the world. Located in Aparecida do Norte, the site is a popular pilgrimage festival to Our Lady Aparecida, a basilica that can hold 45,000 worshippers.⁶²



National Shrine of Our Lady Aparecida
Wikimedia / Valter Campanato/Abr

▶ May I enter the church?		
Visitor:	May I enter the church?	eyoo pawsoo /e/traaR naa eegreyzha
Local:	Yes, of course.	s/i/, klaaroo

Exchange 2

Behavior in Places of Worship

Catholic Churches offer formal services at which visitors should dress in conservative attire. Men should remove their hats upon entry.⁶³ Many of Brazil's evangelical churches have offered services in informal settings, such as rented spaces and storefronts in urban areas.⁶⁴ However, their growth in popularity and donations allows many of them to construct large, elaborate churches with numerous satellites.^{65, 66} Evangelical mega-events are also held at public places or entertainment venues, such as beaches and concert halls. Evangelical services are typically informal, with participants and some pastors dressed casually for some occasions.^{67, 68}

Candomblé rites take place in sacred spaces or compounds called *terreiros*, which is also the term for each local *Candomblé* group. These venues, privately run, may consist of a house or an open square with a central temple. *Candomblé* groups and their corresponding *terreiros* typically have sponsors, known as *ogã*, who provide the group with financial and political support.^{69, 70}



*Believers praying during mass
Flickr / Gustavo Gomes*

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Chapter 2 | Religion

Assessment

1. Most Brazilians identify themselves as Roman Catholics.
2. One reason the Portuguese came to Brazil was to convert the natives to Christianity.
3. The rate of Brazilian Roman Catholics who attend Mass is rising.
4. The Protestant population has grown significantly over the last several decades.
5. Pentecostalism is an offshoot of Roman Catholicism.

Assessment Answers: 1. True; 2. True; 3. True; 4. False; 5. False;



Carnival in Rio de Janeiro
Wikimedia / Sergio Luiz

Chapter 3 | Portuguese-Brazil Cultural Orientation

Traditions

Introduction

Contrasts and contradictions permeate Brazilian society where ethnic and cultural diversity is a result of a long history of colonialism and immigration. Brazilians are of mixed descent, resulting in cultural traditions that blend diverse customs and practices, whether indigenous, African, or European. Brazil's many traditions include sports, dance and religious rites.¹ Some traditions, most notably *Carnaval* and *futebol* (soccer), are so popular they represent Brazilian national identity. Brazil's passion for *futebol* is more of a religion than a sport for Brazilians.² Intense and often fanatical support of the national team is a force that serves to bridge Brazil's ethnic and class divisions.^{3, 4, 5} The martial arts dance form, *Capoeira* is a national sport and is one

of Brazil's most important cultural expressions.⁶ Other cultural traditions are local, such as those of the indigenous peoples of the Amazon region, the Afro-Brazilians of the northeast, and the ethnic Italian, Lebanese, German and Japanese communities of the south.⁷⁸

Traditional Gender Roles and Relations

Brazilian society is patriarchal where men enjoy greater authority and freedom than women.^{9, 10} Circumstances vary according to region, class, family, and other factors, but gender stereotypes remain influential.¹¹ The concept of *machismo* shapes gender relations in Brazil. *Machismo* traits include being active, assertive, and dominant in relation to femininity. By contrast, feminine stereotypes include being passive, submissive, and subordinate.^{12, 13,}



*One morning in the Central Market of São Paulo
Flickr / Flávio Jota de Paula*

¹⁴Such contrasts distinguish gender roles, although they are less rigid in Brazil than in most Latin American countries where *machismo* shapes gender relations.^{15, 16} Within Brazil, gender roles are the most rigid in rural areas where conservative values remain strong.¹⁷ Lifestyles vary in urban areas, where progressive attitudes toward gender roles and sexuality are increasingly common.¹⁸

Honor and Values

Brazilian men carry themselves as authority figures, protectors, and breadwinners. Men express machismo through demonstrations of sexual virility, use of violence when given 'just cause,' and bringing home monetary earnings to support their family.¹⁹ Women's roles include motherhood, caretaking, and housekeeping, even when working outside the home. Women form a significant share of the Brazilian workforce, but receive lower wages than men and remain underrepresented in positions of power, such as government.²⁰

Male/Female Interactions

Although gender relations allow men to be sexually promiscuous, women must remain chaste and faithful.²¹ Additionally, feminine beauty and sensuality are valued, and so it is customary for women to maintain their appearance.²² Young Brazilian women wear clothing that emphasizes their physical features.^{23, 24} It is common for Brazilian men to openly stare at and comment on women as they pass in the street.²⁵



*Enjoying time among friends
Flickr / Charles Roffey*

Friendship and casual dating between the sexes is common among Brazilians, who typically date and marry within the same social class.²⁶ Relationships are possessive, especially from the male's viewpoint.²⁷ It is considered shameful for women to engage in extramarital affairs, as these may lead to divorce, whereas men have affairs with no such consequence.²⁸

Homosexuality

Brazil tolerates homosexuality to a greater extent than the rest of Latin America. In a 2008 survey organized by the Latin American Public Opinion Project (LAPOP) Brazil showed about 45% tolerance toward homosexuality.²⁹ However, allegations of homosexuality are a serious attack upon Brazilian machismo.³⁰ Homophobia hampers HIV prevention and leads to discrimination and violence against gays.³¹ In 2014, every 2 or 3 days a person was killed or attacked in Brazil in violence connected with his or her sexual orientation.^{32, 33, 34} To confront this human rights issue, the government launched an International Day Against Homophobia campaign in 2015.^{35, 36}

Formulaic Codes of Politeness (Greetings and Inviting)

Brazilians are outgoing and social people.³⁷ Greetings vary according to relationship, gender, and status.³⁸ Business introductions and meetings involve formal greetings, while greetings among acquaintances are casual.³⁹ Men greet each other with a firm handshake.⁴⁰ Brazilians maintain steady eye contact while greeting, as well as during conversation.⁴¹

▶ Good morning!

Visitor:	Good morning!	b/o/ jeeya!
Local:	Good morning!	b/o/ jeeya!

Exchange 3

Upon greeting and taking leave from a person, handshakes are common. Male friends and relatives hug and pat each other on the back.^{42, 43}

▶ How Are You?

Visitor:	How are you?	komoo vaay?
Local:	I am fine, thank you.	b/e/, obreegaadoo

Exchange 4

Women greet each other with a kiss on each cheek, beginning with the left cheek. The number of kisses may vary but usually consists of two or three.⁴⁴ Women may sometimes simply brush cheeks and kiss the air.⁴⁵



Friendly kiss
Flickr / Ninha Morandini

▶ Good Afternoon!

Visitor:	Good afternoon!	bowa taaRjee!
Local:	Good afternoon!	bowa taaRjee!

Exchange 5

When greeting women, men should allow them to initiate a handshake.⁴⁶ If they do not shake hands, men and women acknowledge each other with a nod and verbal exchange.⁴⁷

▶ **Good Evening!**

Visitor:	Good evening!	bowa noychee!
Local:	Good evening!	bowa noychee!

Exchange 6

When greeting or leaving groups, it is customary to offer handshakes to each individual in the group, rather than a general wave or verbal acknowledgement.⁴⁸

▶ **Good Night**

Visitor:	Good night!	bowa noychee!
Local:	Good night!	bowa noychee!

Exchange 7

Formal Greetings

Use titles in formal introductions and meetings with elders, superiors, and unacquainted persons. To address people with respect, *Senhor* (Sir or Mr.) and *Senhora* (Lady or Mrs.) are common. Another title for a woman may also be *Dona* in conjunction with their first name.⁴⁹ Other titles include *Doutor* (Dr.) or *Doutura* (for women), preceding a person's first name.⁵⁰

▶ **Hi, Mr. Silva.**

Visitor:	Hi, Mr. Silva.	b/o/ jeeya (bowa taaRjee), sEnyoR seewuva
Local:	Hello!	b/o/ jeeya (bowa taaRjee)
Visitor:	Are you doing well?	o sEnyoR vaay b/e/?
Local:	Yes, and how about you?	b/e/, obreegaado, eh oo sEnyoR?

Exchange 8

It is common for friends and acquaintances to inquire about each other's family.^{51, 52}

▶ **How is your family?**

Visitor:	How is your family?	komo vaay a soowa faameelya?
Local:	They are fine, thank you.	v/a/oo b/e/, obreegaado

Exchange 9

Touching is common between friends, relatives, and acquaintances. Brazilians stand closer to others than in the United States.⁵³

Hospitality and Gift-Giving

Brazilians are hospitable people.⁵⁴ An invitation for a *cafezinho*, a strong but typically sweet black coffee, is the common form of hospitality.⁵⁵ It is considered rude to refuse coffee.⁵⁶ Invitations for a meal or social gathering are also common. When visiting a home for a social occasion, guests should wear nice clothes and arrive 15 to 30 minutes late for dinner invitations.⁵⁷ In rural areas where homes lack doorbells, guests clap their hands to signal their arrival.

It is appropriate to bring a small gift for the host or the family’s children, such as flowers or sweets.^{58, 59}

▶ These chocolates are for the children.		
Visitor:	These chocolates are for the children.	eshcheesh shokolaates s/a/oo paraa as kreey/a/sash
Local:	It is not necessary, but thank you.	n/a/oo era neseysaareeyo, maaz obreegaada

Exchange 10

Avoid giving black or purple gifts; they are associated with mourning.⁶⁰ It is customary to open gifts when received.⁶¹

Eating Habits / Types of Food

Dinner engagements at a Brazilian’s home are casual affairs. Dining etiquette is similar to the United States where guests should wash their hands before dinner.⁶² Although seating arrangements are informal, guests should wait for the host to seat them.⁶³ Guests fill their own plates from communal dishes. Individual servings of food include soups and desserts. Guests should not serve themselves more than they can eat, because leaving food unfinished is



Brazilian barbecue, Fraldinha, Picanha, chicken hearts, linguiça (sausages), garlic bread, sliced picanha with garlic and chicken legs
 Wikimedia / Leonardo “Leguas” Carvalho

a sign of dissatisfaction. The significant difference between dining etiquette in the United States and Brazil concerns the use of the hands.⁶⁴ Brazilians eat most dishes, including pizza, fruit, chicken, and sandwiches using utensils. Wrap sandwiches when held.⁶⁵ Guests should follow their host’s example if they are unsure about handling certain foods. Brazilians usually hold the fork in their left hand and knife in the right hand.⁶⁶

Dining Etiquette

It is polite to comment favorably on the quality of the food.

▶ This food is very good.		
Visitor:	This food is very good.	estaa komeeda estaa awtcheema
Local:	Thank you.	obreegaada

Exchange 11

A host will encourage guests to have additional servings, but declining offers is acceptable.

▶ Thank you, I am done now.		
Visitor:	Thank you, I am done now.	obreegaada, zhaa aakaabey
Local:	You have to eat more!	komo maays /u/ pokoo!
Visitor:	No thank you, I am done	n/a/oo, obreegaada, zhaa aakaabey

Exchange 12

It is proper to place your fork and knife together to signal a completed meal. Coffee, such as *cafezinho*, usually served after the meal, and it is a time for conversation.⁶⁷ Restaurants and homes provide toothpicks. Cover your mouth with one hand while using a toothpick.⁶⁸ It is considered rude to belch.⁶⁹ Guests should always thank their hosts before leaving.

▶ Thank you for your hospitality.		
Visitor:	Thank you for your hospitality.	obreegaada pela soowa ospeetaaleedaajE
Local:	You are always welcome in our home.	vosey eh s/e/prey b/e/ v/i/da /e/ nawsa kaaza

Exchange 13

Food and Drink

Brazilian cuisine reflects a blend of indigenous, European, African, and other culinary influences.⁷⁰ It also reflects the country's agricultural sector, which produces a wealth of grains, fruits, vegetables, and animal products.⁷¹ Each region reflects its ethnic diversity in its cuisine.⁷² Although meat (*carne*) is expensive, it is essential to meals. Vegetarianism is rare.⁷³ Among the ingredients of Brazilian cuisine is manioc (*farofa* or *farina de mandioca*), known as cassava or yucca, a starchy tuber (root) that indigenous peoples traditionally process for flour.⁷⁴



Typical Brazilian breakfast
Flickr / Pousada Pedra Bonita ECOT

Typical Brazilian Breakfast

Brazilian breakfasts (*café da manhã*) are light, consisting of *café com leite*, or coffee with milk. Fruit, bread, pastries, cheese, and cold cuts are also served.⁷⁵ Lunch (*almoço*) is the primary meal in Brazil. Rice and beans (*arroz e feijão*) are included as a feature of most lunches.⁷⁶ Manioc flour commonly tops beans to create *farinha de mandioca*. A *farofa* is simply *farinha de mandioca* with spices and other ingredients toasted.⁷⁷ Lunch comprises salad (*salada*), a vegetable, and grilled meat.⁷⁸ Beef (*bife*), chicken (*frango*), and fish (*peixe*) are popular. Brazil's national dish is *feijoada*.⁷⁹

▶ What is the name of this dish?

Visitor:	What is the name of this dish?	komo see shaamaa esey praatoo?
Local:	This is called <i>feijoada</i> .	see shaamaa feyzhoowaadaa

Exchange 14

Feijoada is a stew made with black beans and meats, usually pork; rice and vegetables are common side dishes. Traditionally served on Wednesdays and Saturdays, the preparation of this dish involves several steps.⁸⁰

▶ What ingredients are used to make feijoada?

Visitor:	What ingredients are used to make feijoada?	kee /i/greejeey/e/tes t/e/ /e/ ooma feyzhoowaa-daa?
Local:	Black beans cooked with pork, sausage, and bacon.	fezh/a/oo preytoo kozeedos k/o/ kaaRnee jE porkoo, l/i/gweesa ee beyk/o/

Exchange 15

Typical Brazilian Lunch Meal

Lunch includes dessert (*sobremesa*), such as ice cream (*sorvete*) or fruit (*fruta*). *Cafezinho*, taken after lunch, is served in espresso cups.⁸¹ Dinners (*jantar*) are light and occur late in the evening. Families eat a long lunch together on Sundays.⁸² Beverages besides coffee include fruit juices (*sucos*) and fruit shakes (*vitaminas*). *Cachaça*, known informally as *pinga*, is rum made from sugarcane. A *caipirinha*, Brazil's national drink includes rum, sugar, ice, and lime.⁸³

Dress Codes

Brazilians value personal appearance. A person's clothing and demeanor determine social status.⁸⁴ Two Brazilian sayings reflect appearances: Good appearance is a letter of introduction, and the world treats people better when they dress well.⁸⁵ ⁸⁶ Modern modes of dress are common throughout the country. High fashion and name-brand clothing epitomize fashion in urban areas. Suits and dresses are for business and formal events. Clean, polished shoes emphasize a carefully maintained appearance.⁸⁷ Leisure attire is casual, especially at the beach, where revealing clothing is common and accepted. However, clothes associated with leisure are not suitable for entry into some venues. Government offices in particular may deny entry to men wearing shorts or sleeveless tops.⁸⁸



Young women in Salvador, Bahia state
Wikimedia / Adam Jones

► Is this acceptable to wear?

Visitor:	Is this acceptable to wear?	eyoo pawsoo mE vestcheeR deshtaa maaneyra?
Local:	Yes.	s/i/

Exchange 16

Different regions express various styles. Indigenous peoples in the Amazon region wear traditional clothing, such as tunics, and display body painting. Afro-Brazilian women of the northeast wear colorful laced dresses and turbans. *Gauchos*, or cowboys, of southern Brazil wear ponchos and loose-fitting pants known as *bombachas*.

Non-Religious Celebrations (Holidays)

Brazilians celebrate a number of holidays and festivals of varied cultural significance. Several of these are public holidays. Ano Novo (New Year’s Day) 1 January and Carnival in February/March are the biggest and most popular celebrations.⁹¹ The festival comprises several days and nights of nonstop music, dancing, parading, feasting, and revelry. Work activities cease during this time. *Carnaval*, celebrated nationwide, is specific to each region’s festivities and have a unique character.⁹² Rio de Janeiro’s *Carnaval* is the largest and most commercial. The festival occurs annually over the 4 days before Ash Wednesday, the beginning of Lent.⁹³



New Year in the Paulino Lake, in Sete Lagoas, Minas Gerais
Wikimedia / Prefeitura de Sete Lagoas

With January being a summer month south of the equator, Brazilians wear white for New Year’s Eve festivities, known as *Reveillon*.⁹⁴ *Dia de Tiradentes* (21 April) honors Joaquim José da Silva Xavier, or *Tiradentes* (Tooth Puller), a martyr figure from the country’s early independence movement. *Dia do Trabalhador* (Labor Day) 1 May; is popular among blue-collar workers. *Dia da Independência* (Independence Day) 7 September commemorates the country’s independence from the Portuguese in 1822. *Proclamação da República* (Republic Day) November 15 marks the founding of the Brazilian republic in 1889. *Dia do Índio* (Indigenous People’s Day) on 19 April and *Dia dos Namorados* (Lovers Day) on 12 June are additional days of significance. The former recognizes Brazil’s indigenous peoples and culture, while the latter is similar to Valentine’s Day.^{95, 96,97, 98}

Dos and Don'ts

Do

- Maintain steady eye contact when greeting and conversing with Brazilians.
- Allow Brazilian women to initiate greeting gestures such as handshakes.
- Kindly accept friendly offers of coffee (*cafezinho*).
- Take a small, inexpensive gift to a social event at a Brazilian's home such as flowers or candy
- Use utensils to eat most foods.
- Remove your hat when entering a church.
- Ask Brazilians about their social activities and children.

Don't

- Eat in the street, especially while walking.
- Use the “okay” hand gesture (using the thumb and index finger to form a circle), because this is considered an offensive gesture in Brazil.
- Curse or use blasphemous language.
- Get drunk. Brazilians do not respect others that indulge in too much alcohol.
- Give money to street children or beggars.
- Speak Spanish to Brazilians; they are very proud of their Portuguese heritage.
- Claim you are American; say you are from the United States, as America includes North, Central and South America.
- Discuss Argentina and avoid ethnic jokes.

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Chapter 3 | Traditions

Assessment

1. Women generally receive lower wages than men do.
2. Traditional gender roles remain influential in Brazil.
3. Soccer, or *futebol*, is the national sport of Brazil.
4. Men should always shake hands when meeting women.
5. The title *Dona* followed by a person's first name is used for informal address of a male elder.

Assessment Answers: 1. True; 2. True; 3. True; 4. False; 5. False;



*View of the “Morro do Alemão” (Hill of the German) and its cable car station on top
Flickr / Clément Jacquard*

Chapter 4 | Portuguese-Brazil Cultural Orientation

Urban Life

Introduction

Most of Brazil’s population lives in cities. Roughly, 85% of Brazil’s 204 million inhabitants live in urban areas.¹ The urban population concentrates along the eastern seaboard and in the immediate interior.² Southeastern Brazil is the site of several major metropolitan areas, including the megacities of São Paulo and Rio de Janeiro. The greater metropolitan area of São Paulo, the country’s most populous city, is one of the largest urban agglomerations in the world. It holds more than 19 million people in a sprawling urban expanse covering 7,951 sq. km (3,070 sq. mi).³

Although colonialism laid the foundation for Brazil’s major cities, Brazil’s population

remained largely rural until the mid-20th century.⁴ Between 1970 and 2000, the country's urban population rose from 56% to 75%.⁵ Urban growth remained largely unchecked, leading to urban sprawl.⁶ The rapid and unregulated development marked Brazil's major cities with high-density population, old or insufficient infrastructure, expansive informal settlements, a large informal economy, rampant crime, heavy traffic, noise, and pollution.⁷

Urbanization Issues

Poverty and Slums

Wealth disparities appear in urban areas where slums border upscale residential developments.⁸ Anti-poverty measures have helped reduce economic disparity. *Bolsa Família* is a government welfare program that distributes small monthly grants to families meeting certain requirements, such as visiting health clinics and ensuring their children's school attendance.^{9, 10} The urban poor resort to eking out a living in the informal economy, such as street vending, menial labor, and illicit activities.¹¹



Near vertical landscape of Rio's slums that border the city on all sides
Flickr / Chris Jones

Favelas (slums or shantytowns) are common urban features growing out of permanent worker camps. *Favelas* spread up the steep hillsides of mountains surrounding the city. As of 2013, an estimated 12 million live in favelas.¹² Informal settlements made of makeshift structures, lack access to basic municipal services such as electricity, water, and sanitation.^{13, 14, 15}

Work Problems in Urban Areas

Large cities experience the same urban ills as most cities worldwide, namely lack of job opportunities, high unemployment rates (9.5%), low-skilled labor force and low productivity levels.^{16, 17} Brazil's labor force constitutes 109 million people with 71% working in the services sector.¹⁸ Although Brazil has rich natural resources with well-developed industries, its population faces microeconomic struggles in their daily lives.¹⁹

Healthcare and Health Issues



Patients waiting in line for a vaccin against the yellow fever
Flickr / Paulo Fehlauer

The *Sistema Único de Saúde* (Unified Health System) or SUS provides government-funded healthcare.²⁰ Roughly 60% or 110 million residents rely on SUS for their healthcare.²¹ It provides primary care through the *Programa de Saúde de Família* (Family Health Program), employing mobile health teams to areas lacking services. People’s pharmacies, (*farmácias populares*) provide medicine to patients.^{22, 23, 24} Some health facilities, including *postos de saúde* (health clinics) exist throughout urban areas, yet lack sufficient infrastructure, personnel, and funding.^{25, 26}

▶ Is there a hospital nearby?

Visitor:	Is there a hospital nearby?	t/e/ /u/ oshpeetaaw aakee peRtoo?
Local:	Yes, downtown.	s/i/, no s/e/troo daa seedaajE

Exchange 17

Quality of care varies at public facilities. Long lines are common and some wait overnight to see a doctor the next day.²⁷

▶ Is Dr. Silvera in, sir?

Visitor:	Is Dr. Silvera in?	o dotor seew-vera eshtaa
Local:	No.	n/a/oo

Exchange 18

Private insurance covers care at private hospitals where advanced technology and better infrastructure offer higher quality services.²⁸

Healthcare Risks

Exposed to pollution, crime, and traffic accidents, urban residents of favelas are also

prone to sicknesses resulting from lack of treated water and sanitation.^{29, 30}

▶ Do you know what is wrong?		
Visitor:	Do you know what is wrong?	vosey saabeh o kee aa jE eRaadoo?
Local:	No.	n/a/oo

Exchange 19

Many infectious diseases that pose health risks are zika, yellow fever, dengue fever, and malaria.^{31, 32}

Education and Schools in Cities

Brazil provides free, mandatory education through primary school (*ensino fundamental*) for children 7-14 years old.³³ Enrollment and attendance rates are high for primary school.³⁴ Secondary education (*ensino médio*), offers three additional years of education for ages 15-17. Enrollment and attendance rates are lower for secondary school where children drop out of school due to economic pressures to seek employment.^{35, 36}



Faculty of architecture and urbanism, University of Sao Paulo
Flickr / Fernando Stankuns

▶ Do your children go to school?		
Official:	Do your children go to school?	seyoosh feelyoos v/a/oo aa eshkawla?
Local:	Yes.	s/i/

Exchange 20

The quality of education at public primary schools is often poor, and many students do not graduate. Primary schools are widely available, with better funding and more staff in the south and southeast regions of the country.^{37, 38}

► Is there a school nearby?

Official:	Is there a school nearby?	t/e/ ooma eshkawla aakee peRtoo?
Local:	Yes.	s/i/

Exchange 21

Public universities are free with highly competitive enrollment processes limiting enrollments to the highest achievers.^{39, 40}

Adult literacy rates improved over the last several decades, rising to 91% in recent years. Youth literacy rates (15-24 years) are higher: 99% for females and 97% for males.⁴¹

Restaurants

Dining out is popular in urban Brazil. Dining establishments range from snack bars (*lanchonetes*) to restaurants (*restaurantes*).⁴² Many buffet-style restaurants serve *comida por quilo*, or food priced by weight.⁴³



Restaurant in Campos do Jordão, São Paulo on all sides
Flickr / Rodrigo Soldon

Restaurants are busy for lunch, the largest and most important meal of the day. *Prato feito* or *prato do dia* are the daily specials.⁴⁴

► Are you still serving lunch?

Customer:	Are you still serving lunch?	a/i/daa esht/a/o serv/i/do aalmoosoo / zh/a/ta?
Waiter:	Yes.	s/i/

Exchange 22

Brazilian waiters are typically male. It is common to signal for the waiter's attention by calling him *garçom* (waiter) or *moço* (boy).⁴⁵

Lunchtime Meals

▶ I would like some soup.

Customer:	I would like some soup.	eyoo goostaareeya jE ooma sopa
Waiter:	Sure.	poysh n/a/oo

Exchange 23

Lunchtime meals include rice and beans (*arroz e feijão*), salad (*salada*), a vegetable and grilled meat, such as beef (*bife*).⁴⁶

▶ What type of meat is this?

Customer:	What type of meat is this?	kee cheepoo jE kaaRnee eh eysaa?
Waiter:	Beef.	beeFee.

Exchange 24

Juices (*sucos*) are popular. Native varieties include *açaí* (a nutritious Amazonian berry), *guaraná* (a caffeinated berry), and *côco* (coconut).⁴⁷

▶ May I have a bottle of mineral water?

Customer:	May I have a bottle of mineral water?	eyo goostaaReeya jE ooma gaRaafa jE aagwaa mineyraal?
Waiter:	Yes, right away.	s/i/, eh paaraa zhaa

Exchange 25

Brazilians eat dessert (*sobremesa*) with lunch such as fruit (*fruta*), ice cream (*sorvete*), and custard (*pudim*).⁴⁸

▶ Do you have any dessert?

Customer:	Do you have any dessert?	t/e/ aalgoo paaraa sobremeyza?
Waiter:	Yes, we have.	s/i/, temoos

Exchange 26

Many Brazilians drink coffee (cafezinho), which is typically presweetened and served in an espresso cup.⁴⁹

▶ I would like a coffee.		
Customer:	I would like a coffee.	eyoo goostareeya jE /u/ kaafeh
Waiter:	Sure	poysh n/a/oo

Exchange 27

Dining parties receive one bill; it is inappropriate to request separate checks.⁵⁰

▶ Waiter, the bill please.		
Customer:	Waiter, the bill please.	gaaRs/o/, aa k/o/ta poR favoR
Waiter:	Okay, I will bring it now.	poysh n/a/oo, traagoo zhaa

Exchange 28

Paying and Tipping at Restaurants

The person organizing the meal pays the bill, if the cost is low. The bill usually includes the tip in the form of a service charge—typically 10%. If not, it is customary to tip the waiter directly.⁵¹



Credit card and cash
Flickr / Lucas

▶ Thank you for the service.		
Customer:	Thank you for your service. This is for you.	obregaado pela sewoo seRveesoo. eeshtoo eh paaraa vosey
Waiter:	Thank you.	obregaada

Exchange 29

Most shops accept credit cards, but many shops and merchants only accept cash or local checks.⁵²

▶ Do you accept credit cards?		
Visitor:	Do you accept credit cards?	aaseyta kart/a/oo dE krejeetoo?
Local	Yes	s/i/

Exchange 30

▶ Where is your restroom?		
Visitor:	Where is the restroom?	/o/jee feeka baanyeyroo?
Local	Over there, to your left.	laa, aa soowa eshkeRda

Exchange 31

Market Place and Street Vendors

Urban centers have modern shopping venues such as malls, department stores, and supermarkets.⁵³

▶ Will you be going to the supermarket today?		
Visitor:	Will you be going to the supermarket today?	vosey vaay aawo soopermerkaado ozhE?
Local	Yes	s/i/

Exchange 32

Towns and city neighborhoods host traditional *feiras livres*, or open-air markets featuring numerous vendors. City markets (*mercado municipal*) are permanent markets housing vending stalls under one roof.⁵⁴

▶ Is there a street fair nearby today?		
Visitor:	Is there a street fair nearby today?	t/e/ feyraa aakee peRtoo ozhE?
Local:	Yes, over there on the right.	s/i/, laa a jeereyta

Exchange 33

Feiras and mercados offer fresh fruits and vegetables, as well as meat and animal products. Some vendors sell clothes and other consumer goods.⁵⁵ Arts and crafts fairs (feira de arte e artesanato) are common.⁵⁶

▶ May I look at this close-up?		
Buyer:	May I look at this close-up?	paasoo veR maays peRtoo?
Seller:	Sure.	klaaroo

Exchange 34

Understanding local pricing norms, foreigners can conduct negotiations with vendors.⁵⁷,
58, 59

▶ Do you have any more of these?		
Buyer:	Do you have any more of these?	t/e/ maays aalg/u/s destches?
Seller:	No.	n/a/oo

Exchange 35

Money and ATMs

The *real* (BRL) is the Brazilian currency. “Hay-OW” is how to pronounce *real*. One *real* equals 100 *centavos*. *Reais* come in notes of BRL 1, 2, 5, 10, 20, 50, and 100. *Centavos* come in coins of BRL 0.01, 0.05, 0.10, 0.25, and 0.50.⁶⁰



Brazilian currency on all sides
Flickr / Jeremy Reding

▶ Do you accept U.S. currency?		
Buyer:	Do you accept U.S. currency?	aseyta paagaam/e/too /e/ dolaaR?
Seller:	No, we only accept reais.	n/a/oo, so aseytaamosh paagaam/e/to /e/ Reyaayish

Exchange 36

After agreeing upon a price, customers should follow through with the transaction. As in most places in the world, it is inappropriate to withdraw an offer after being accepted.^{61, 62, 63}

▶ Please look at this, only 200 reais.		
Seller:	Please look at this, only 200 reais.	poR favoR, olye aakee. s/a/oo som/e/chee v/i/chee Reyaayish
Buyer:	Sorry, I have no money left.	s/i/too moo/i/too, eyoo n/a/oo tenyo maaysh jeenyeyroo

Exchange 37

Open-air markets occur once or twice a week in each town or neighborhood. Fixed markets may be open daily, with venders rotating.⁶⁴

▶ How much longer will you be open?		
Buyer:	How much longer will you be open?	feekaa aabeRto ateh kee awraas?
Seller:	We stay open until 8 p.m.	estaamos aabeRtos ateh aas v/i/chee awraas

Exchange 38

Poverty remains widespread in Brazil with beggars in urban areas, especially among women and children.⁶⁵ Child beggars are often victims of human trafficking, and are forced to turn over most of their earnings to their captors.⁶⁶

▶ I need money.		
Local:	I need money.	preeseezoo jee aalg/u/ jeenyeyroo
Visitor:	I don't have any.	eyoo n/a/oo tenyoo neny/u/ jeenyeyroo

Exchange 39

Urban Traffic and Transportation

The quality and coverage of urban transportation infrastructure varies. Some roads and highways are well-maintained while others have structural deficiencies such as potholes, uneven surfaces, and haphazard merge and exit lanes. The better-maintained roads are toll roads.⁶⁷ Due to the lack of a public traffic system, Brazilians break basic traffic laws, including speed limits and lane assignments.⁶⁸



Aerial view of traffic in Sao Paulo and Osasco
Flickr / Fernando Stankuns

A combination of heavy traffic, poor driving habits, poor vehicle maintenance, crime, sporadic law enforcement, and haphazard road conditions contribute to a high rate of traffic fatalities.^{69, 70} Brazil exercises a zero-tolerance policy on drunken driving, and imposes stiff penalties for convictions, including incarceration for up to three years.⁷¹

▶ Where can I rent a car?

Visitor:	Where can I rent a car?.	/o/zhee pawsoo aaloojaaR /u/ kaaRo?
Local:	In the city.	naa seedaaajee

Exchange 40

Urban areas host international and domestic car rental agencies. To drive in Brazil, foreign nationals must have an Inter-American Driving Permit and a license from their country.⁷²

▶ Is there a gas station nearby?

Visitor:	Is there a gas station/petrol pump nearby?	t/e/ /u/ poshtoo jE gaazoleena aakee peRtoo?
Local:	Yes.	s/i/

Exchange 41

Airports

Brazil's urban areas are home to major airports, including international airports at São Paulo, Rio de Janeiro, Brasília, Salvador, and other metropolitan cities.⁷³



International airport of Brasília
Wikimedia / Tomás Faquini

▶ Is there a good auto mechanic nearby?

Visitor:	Is there a good auto mechanic nearby?	t/e/ aalg/u/ mekaaneeko b/o/ aakee peRtoo?
Local:	Yes.	s/i/

Exchange 42

Several urban areas, most notably São Paulo and Rio de Janeiro, have metropolitan rail and subway systems, or metrô.⁷⁴ Commuters travel between suburbs and city centers on the inexpensive metrô.⁷⁵

▶ Which road leads to the airport?

Visitor:	Which road leads to the airport?	kee eshtraada vaay paaraa o aa-eropoRtoo?
Local:	The road heading east.	aa eshtraada /e/ jeeres/a/oo paaraa o lesh-chee

Exchange 43

Railways and Bus Service

Other than transporting cargo, Brazil's passenger services remain limited.⁷⁶ As of 2010, construction on a high-speed passenger railway between São Paulo and Rio de Janeiro has yet to begin.^{77, 78}

▶ **Is there a train station nearby?**

Visitor:	Is there a train station nearby?	t/e/ ooma eshtas/a/oo jE tr/e/ aakee peRtoo?
Local:	Yes.	s/i/

Exchange 44

Brazilians prefer bus services for long-distance and local travel.⁷⁹ City buses are inexpensive but crowded and slow moving, and prone to petty crime.^{80, 81}

▶ **Will the bus be here soon?**

Visitor:	Will the bus be here soon?	oo oneeboosh vaay shegaaR lawgoo?
Local:	Yes.	s/i/

Exchange 45

Taxis are a quick and a safe form of transport where taxi stands are available, or hailed on sight.

▶ **Where can I get a cab?**

Visitor:	Where can I get a cab?	/o/jee pawsoo peygaar /u/ taaksee?
Local:	Over there.	laa

Exchange 46

Radio taxis are more reputable and serve customers calling ahead for appointments with higher fares.⁸²

▶ **Can you take me there?**

Visitor:	Can you take me there?	/o/jee pawsoo peygaar /u/ taaksee?
Local:	Yes, I can.	laa

Exchange 47

Informal taxi services, *lotação*, use vans and minibuses to carry groups. This is the only transportation available in favelas. The U.S. State Department recommends avoiding these taxis.^{83, 84}

Street Crime and Solicitations

Crime and Corruption

Crime is a serious problem in urban areas. The country has a high murder rate, more than four times that of the United States.⁸⁵ Murder, rape, kidnapping, armed assaults, and robberies occur regularly in urban areas.⁸⁶ Drug gangs and other organized crime groups are responsible for this activity. They control favelas and enforce their own social order based upon internal solidarity and silence in opposition to authorities and other gangs.^{87, 88, 89, 90} Since 2009, the government installed Pacifying Police Units (UPPs) in favelas, significantly reducing crime in those areas.^{91, 92}



Armed forces initiating special operation during the Olympic Games Rio 2016
Wikimedia / Agência Brasil Fotografias

Legal and Illegal Prostitution

Street solicitation or prostitution is not a crime, but seeking child prostitutes is a crime.^{93, 94, 95} Paid sex with children is illegal in Brazil and prosecution carries high penalties including prison. With the upcoming 2016 Summer Olympics, many opportunities for sex tourism exist outside of stadiums and public transportation hubs where criminal drug gangs sexually exploit children.^{96, 97, 98} Fortunately, the Happy Child international British charity works to rescue and shelter street children from physical and economic dependency on prostitution.⁹⁹ The charity recently launched a campaign called, “It’s a Penalty” to highlight the situation with Brazil’s Footballers advocating for change in the exploitation of children.¹⁰⁰

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Chapter 4 | Urban Life

Assessment

1. Brazil's population is mostly urban.
2. Brazil's urban areas reflect great income disparity.
3. Most Brazilians make their living in the formal economy.
4. A minority of Brazilians subscribe to mobile phone service.
5. Typical middle-class Brazilian residences are *favelas*.

Assessment Answers: 1. True; 2. True; 3. True; 4. False; 5. False;



*Rural farm in Brazil
Flickr / Jay Woodworth*

Chapter 5 | Portuguese-Brazil Cultural Orientation

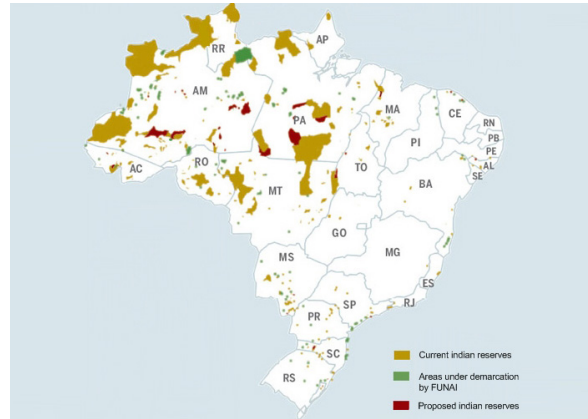
Rural Life

Introduction

Although most of the country is rural, around 15% of the population lives in rural Brazil.¹ Poverty, hardship, and limited access to jobs, social services, and modern infrastructure describe life in rural Brazil. The rural northeast is the most impoverished region, especially the sertão in the drought-prone interior.² Conditions are better in the south, where the standard of living and level of development are higher. A small class of wealthy landowners owns a large percentage of the country's arable land, leaving millions of landless peasants to eke out a living as migrant laborers or subsistence farmers.^{3, 4, 5}

Tribal Distribution

Brazil’s indigenous population is small, numbering 896,917 or roughly 0.47% of the total population.^{6, 7} Between 280,000 and 350,000, inhabit the Amazon region, particularly the western and northern border regions.⁸ Most indigenous peoples retain traditional culture and ways of life, including subsistence livelihoods based on hunting, gathering, and small-scale farming.^{9, 10}



Map of Indian Reserves in Brazil
Wikimedia / Limongi

▶ Do you know this area very well?		
Visitor:	Do you know this area very well?	vosey konyesey b/e/ eshtaa aareeya?
Local:	Yes, I grew up here.	s/i/, eyoo kresee aakee

Exchange 48

The indigenous population comprises 225-230 distinct groups who speak varied languages and dialects.^{11, 12} The majority of them maintain some form of contact with other Brazilians.¹³ Because of such interaction, there are varying degrees of acculturation and assimilation among indigenous peoples.^{14, 15}

Threats to the Indigenous Ways of Life

Nationwide, there are more than 350 indigenous reservations covering 12% of the country’s land area.^{16, 17} These groups are threatened by encroaching loggers, ranchers, and miners, who do not always acknowledge or respect reservation boundaries despite the government’s claims to protect the land.¹⁸ The Yanomami, a tribe in northern Brazil along the border with Venezuela, have a history of deadly conflict with miners and loggers who venture into their lands to exploit their rich resources.^{19, 20, 21}

Land Distribution

Land reform is a major issue in Brazil.²² Just 2% of landowners control almost half the country’s agricultural land.^{23, 24, 25} *The Movimento dos Trabalhadores Rurais Sem Terra*

(Landless Worker’s Movement), or MST, is an organization of landless workers pushing for agrarian reform since the 1980s.^{26, 27} MST stages protests and land occupations to provoke reform and to settle landless peasants. The movement bases its activities on an interpretation of the Brazilian constitution and legal provisions allowing for the expropriation of land deemed unproductive, unused, and not meeting its social function.^{28, 29}

Conflicts Over Land Tenure

MST organizes collective invasions and occupations of land thought to be underutilized, and thus subject to expropriation. These landless worker movements result in violent conflicts with large landowners, who are supported by Brazilian authorities or even privately commissioned security forces or militias.^{30, 31, 32}



*Taira Kayapo, leader of the indigenous Kayapo tribe protesting the Brazilian government’s decision to build the massive hydroele
Flickr / Lou Gold*

▶ Did these people threaten you?		
Visitor:	Did these people threaten you?	eshtaash pesoowas o ameyasaar/a/?
Local:	No.	n/a/oo

Exchange 49

Despite conflicts, MST has successfully settled 370,000 families on more than 7.5 million acres of land.^{33, 34, 35}

Rural Economy/Typical Source of Income in Rural Areas

Agriculture provides the foundation of the rural economy through farming, animal husbandry, and forestry.^{36, 37} The majority of farms are small, measuring less than 25 acres. Known as family farms, small-scale farming operations are subsistence or commercial operations, run by landowners, squatters, or tenant farmers.³⁸

▶ Do you own this land?

Visitor:	Do you own this land?	vosey eh o donoo desash teRaash?
Local:	Yes.	s/i/

Exchange 50

Family farms produce 70% of the country's foodstuffs employing a rural labor force.³⁹ Large agribusiness operations own the majority of Brazilian farmland.^{40, 41, 42} Extensive single-crop production for export characterizes agribusiness, while domestic food production characterizes family farming.^{43, 44}

Rural Agriculture Activities

Agricultural operations vary by region. Dominant activities in the Amazon include slash-and-burn land clearing for farming, logging, and cattle ranching.^{45, 46} In the coastal regions of the northeast and the plantation operations of the southeast, sugarcane, coffee, cocoa, cotton, and tobacco dominate.⁴⁷ The agricultural economy the sertão, consists of cattle ranching and farming. Drought, poverty, and unequal land distribution are severe in this region, where small-scale subsistence farming is the norm.^{48, 49} Southern Brazil is a major site for cattle ranching.⁵⁰



Cowboy and his cattle in the Brazilian Northeastern backlands
Flickr / Thiago Gama de Oliveira

Gender Roles/Division of Labor/Gender Issues

Brazil follows patriarchal rules where *machismo* dominates.^{51, 52} With higher literacy rates and life expectancies than men, women still experience higher levels of unemployment and lower wages.^{53, 54} While women should be free to make choices, especially reproductive, women in rural areas still face a culture that weakens their decision-making power.^{55, 56} Not only do they suffer institutional discrimination, some suffer domestic violence.^{57, 58} They are less able to acquire land and inheritance rights.⁵⁹

Rural Transportation Issues

Brazil's vast size, tropical climate, and uneven development across regions impair its transportation network. Of the country's roughly 1.6 million km (approx. 1 million mi) of roads, only 212,798 km (132,352 mi) are paved.^{60, 61} According to the U.S. State Department, state roads, especially in the south, are excellent, while federal, interstate roads, designated 'BR', often lack maintenance.⁶² Roads are generally in better condition in the south and southeast. Federal privatized highways operate as toll roads.⁶³ Federal and rural state roads are severely potholed requiring high-clearance vehicles to negotiate them.



Residents of Caraúbas do Piauí transported a van in the style "pau-de-arara"
Wikimedia / Valter Campanato/Abr

Private passenger cars and public buses are the most common forms of transportation between urban areas.^{64, 65} Air flights are irregular and more expensive than bus fares.⁶⁶ Waterways conduct transportation in the Amazon region.⁶⁷ Construction on the Trans-Amazonian Highway, designed to enhance regional development and link the area with the rest of the country, began in the 1970s, has since suffered degradation by environmental factors.^{68, 69, 70}

Local Administration

Regional and local governmental bodies distribute administrative power.⁷¹ Municipalities are county-like districts comprising a town or city center and the local region. Brazil has more than 5,500 municipalities.⁷² Elected mayors and city councils head municipalities.^{73, 74}

▶ Does your mayor live here?		
Visitor:	Does your mayor live here?	o prefeytoo daa seedaajee mawra aakee?
Local:	Yes.	s/i/

Exchange 51

Mayors exercise considerable power because of constitutional provisions that mandate revenue allocation to municipalities.^{75, 76} Mayoral administrations are influential and

relatively independent because they have their own funds and the power to distribute them.⁷⁷

▶ Can you take me to your mayor?		
Visitor:	Can you take me to your mayor?	vosey pawjE mE levaaR aatey o prefeytoo?
Local:	Yes.	s/i/

Exchange 52

Municipal governments administer public schools and health facilities and provide water and sanitation services.⁷⁸

▶ Sir, we need your help.		
Visitor:	Sir, we need your help/advice/opinion.	sEnyoR, noysh preseezaamos soowa aazhooda / k/o/selyoo / opeeny/a/oo
Local:	OK.	poysh n/a/oo

Exchange 53

Municipal Corruption and Citizen Participation

Brazil’s municipal governments are vulnerable to corruption.⁷⁹ Corruption typically takes the form of patronage systems in which community members secure resources from local government officials in return for votes.⁸⁰ Those with political connections funnel the money for their own needs rather than giving the money to those in need.^{81, 82}

Municipal governments can form popular participatory committees incorporating citizens into the local planning and administrative process. These committees consist of local health, education, and budgetary councils.⁸³ By extending political participation to the general community and enhancing transparency in local governance, these councils have the power to reduce corruption.⁸⁴

Health Issues

The *Sistema Único de Saúde* (Unified Health System), or SUS, provides universal healthcare to rural residents.⁸⁵ However, medical personnel, facilities, and supplies are not widely available in rural areas where communities are located far from advanced or basic care.^{86, 87, 88}



Health center of the Floresta neighborhood, in Coronel
Wikimedia / HVL

▶ Is there a medical clinic nearby?

Visitor:	Is there a medical clinic nearby?	t/e/ aalg/u/ s/e/troo jE saa-oojee aakee peRtoo?
Local:	Yes, over there.	s/i/, laa

Exchange 54

Some rural residents travel to urban areas for treatment, while many rely on folk medicine. They benefit from public health programs that send mobile health teams to areas where medical services are unavailable.^{89, 90}

▶ I am injured; can you help me?

Visitor:	I am injured; can you help me?	eshto maashookaadoo, vosey pawjE mE aaz-hoodaaR?
Local:	Yes, I can help you.	s/i/, pawsoo aazhoodaa-loo

Exchange 55

Rural residents, especially the poor, face serious health concerns.⁹¹ They lack access to improved drinking water and sanitation facilities.⁹² Many are vulnerable to food and water-borne illnesses such as diarrhea, cholera, and hepatitis. Brazil's tropical environment allows for the spread of insect-borne diseases, such as yellow fever, dengue fever, and malaria.^{93, 94}

Rural Education

Primary education (*ensino fundamental*) for students 7-14 years old is mandatory and free at public schools. Primary schools are scattered in the north, northeast, and central-west than in the heavily urbanized south and southeast. They also offer a lower-quality education.⁹⁵ Serious deficiencies in infrastructure, supplies, and personnel characterize schools in the Amazonian state of Pará.^{96, 97} Nationwide, enrollment and attendance rates are high for primary school.^{98, 99, 100}

Forced by necessity to work, many Brazilian children forgo school.^{101, 102} As a result, enrollment and attendance rates are lower for secondary school.¹⁰³ Illiteracy rates in rural areas are at 10%, but 70% of the nation's illiterate come from rural regions.¹⁰⁴ The poor quality of public education in Brazil sees many Brazilians as functionally illiterate even after attending several years of primary school.^{105, 106}

Village Life

Village life can be socio-economically hard for families, especially children. Income inequality, social exclusion, and land tenure issues all contribute to poverty in villages.¹⁰⁷ Women head households in rural villages. Children are increasingly vulnerable to risk of water borne diseases and mosquito borne vectors from drinking untreated water. Undernourishment, lack of sanitation, and high unemployment create unstable home environments.¹⁰⁸ Often, children leave school to work to help supplement their parents' low earnings.¹⁰⁹ To address the stark inequalities in the rural regions, the Government is working on social inclusion programs to improve the lives of rural villagers. *Fome Zero* (Zero Hunger) and *Brasil Sem Miséria* (Brazil without Misery), the national *Bolsa Família* payment program, Programme for the Strengthening of Family Farming (PRONAF), School Feeding Programme (PNAE) and Food Acquisition Programme (PAA) helps mitigate factors contributing to poverty.¹¹⁰



Fishermen's village in the state of São Paulo
Flickr / Rogerio Bromfman

Border Crossings and Checkpoints

Brazil shares international borders with 10 countries: French Guiana, Suriname,

Guyana, Venezuela, Colombia, Peru, Bolivia, Paraguay, Argentina, and Uruguay.¹¹¹ In the Amazon region, where development is limited and terrain is often impassable, many border regions remain remote and difficult to access.¹¹²

▶ I am injured; can you help me?		
Visitor:	Where is the nearest border crossing?	/o/jE feekaa aa fr/o/teyera maaysh prawseema?
Local:	It is about 2 kilometers from here.	feekaa doysh keelomeetrosh daakee

Exchange 56

Brazilian law requires all persons to carry ID. Foreign nationals require passports and visas.^{113, 114}

▶ May I see your ID?		
Local:	May I see your ID?	pawsoo veR soowa kaRteyra deed/e/cheedaajee?
Visitor:	Yes.	s/i/

Exchange 57

Crime in the Tri-Border Areas

Brazil's tri-border area with Paraguay and Argentina is known for smuggling, trafficking and terrorist operations.^{115, 116, 117} Contraband includes drugs, weapons, exotic animals, electronics and consumer goods.^{118, 119, 120}

▶ Are you carrying weapons?		
Local:	Are you carrying weapons?	eshtaa kaaReyg/a/do aaRmaash?
Visitor:	No.	n/a/oo

Exchange 58

Smugglers transport contraband to cities, where goods are sold for twice their cost.^{121, 122, 123} This stems from Brazil's high taxes, making items expensive.^{124, 125}

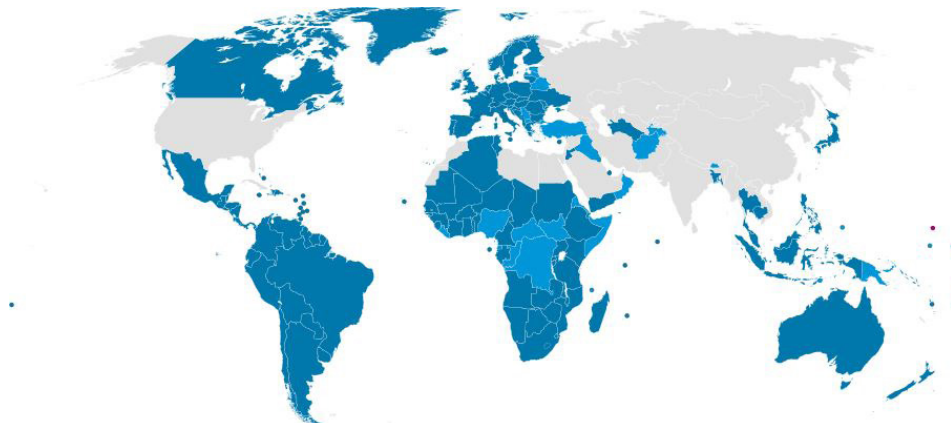
Brazilian authorities operate sobriety checkpoints on roads and highways.^{126, 127,128}

▶ Are you carrying weapons?		
Local:	Please get out of the car.	poR favoR, saaya do kaaRo
Visitor:	OK.	poysh n/a/oo

Exchange 59

Landmines and Cluster Munitions

In April 2009, Brazil signed and ratified the Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel mines.^{129, 130} Brazil reports there are no landmines in any areas of the country but does have a large stockpile, holding the third highest stockpiles of landmines following Turkey and Bangladesh.¹³¹ Brazil produces cluster munitions for export to countries such as Iran, Iraq, Libya, Saudi Arabia, Zimbabwe, Malaysia and Syria.^{132, 133, 134} Brazil is a State Party to the Mine Ban Treaty as well as to the Convention on Conventional Weapons but not to the Convention on Cluster Munitions.¹³⁵



*The Ottawa Treaty iadopted, opened for signature, and signed by 122 states, on December 3, 1997
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Chapter 5 | Rural Life

Assessment

1. Most of Brazil's population is rural.
2. The standard of living in rural Brazil is low.
3. Federal police only occasionally deploy to protect indigenous lands.
4. The colonial legacy of equal land distribution influences rural life.
5. Competition for land in Brazil commonly leads to violence.

Assessment Answers: 1. False; 2. True; 3. True; 4. False; 5. True;



Brazilian family
Wikimedia / Felipe Micaroni Lalli

Chapter 6 | Portuguese-Brazil Cultural Orientation

Family Life

Introduction

Brazilian families are close-knit units comprising immediate and extended family members. A *parentela* is a Brazilian's extended family. *Parentelas* serve as lifelong support systems for their members.¹ Family is the primary source of a Brazilian's social identity, based much less on individuality than in the United States. Brazilians do not consider themselves 'self-made' as they recognize the need for connections to others in order to do anything. Acting alone for one's own benefit is not conducive to the intricacy of rules and regulations that govern life in Brazil because belonging to a group provides identity and status.² Historically class-based and highly bureaucratized, family networks provide social, economic and political connections for operating in

Brazilian society. Thus, a Brazilian’s familial status and network typically play a large role in determining educational and business opportunities, marriage partners, social circles, and political associations.^{3, 4}

Brazil’s strong Catholic heritage continues to influence family structure and values.⁵ Patriarchal) households remain typical, and Catholic doctrines encourage marriage and childbirth.⁶ Yet modern attitudes toward marriage and family planning increasingly shape Brazilian society.⁷

Typical Household and Family Structure

Extended-family households are traditional in Brazil.⁸ They may contain three generations of family members, including grandparents, aunts, uncles, and cousins.

▶ Does your family live here?		
Visitor:	Does your family live here?	soowa faameelya mawra aakee
Local:	Yes.	s/i/

Exchange 60

Children live with their parents until they marry, while the elderly, especially the infirm, often live with their children, who care for them in their old age.^{9, 10}

▶ Is this your entire family?		
Visitor:	Is this your entire family?	eshta eh soowa faameelya /i/teyra
Local:	Yes.	s/i/

Exchange 61

Recently, small, nuclear family households have grown increasingly common, among the urban middle class.¹¹

▶ How many people live in this house?

Visitor:	How many people live in this house?	kw/a/tash pesowash mawr/a/ nesaa kaaza?
Local:	Five.	s/i/ko

Exchange 62

Middle- and upper-income families rent or buy housing. Nuclear families living on their own often live near extended family. Poorer families may have no choice and live in close quarters under the same roof, in densely inhabited *favelas* (shantytowns).^{12, 13, 14}

▶ Are these people part of your family?

Visitor:	Are these people part of your family?	n/a/oo, eles s/a/oo nawsoos veezeenyosh
Local:	No, they are our neighbors.	eshtaash pesowash faaz/e/ paaRchE soowa faa-meelya

Exchange 63

Male and Female Interactions Within the Family

Brazilian society is traditionally patriarchal. Within Brazil, gender roles are the most rigid in rural areas where conservative values remain strong. They also remain influential in urban areas, but progressive attitudes toward gender roles and sexuality are common.¹⁵ Brazilian men traditionally carry themselves as strong authority figures, protectors, and breadwinners.¹⁶



Young couple
Wikimedia / Olimor

▶ **Do you have a job, sir?**

Visitor:	Do you have a job, sir?	o sEnyoR, t/e/ /u/ /e/pregoo
Local:	Yes, I am a farmer.	s/i/, eyoo so faaz/e/deyroo

Exchange 64

Providing financial support for the family is a vital characteristic for men. Failing to do so injures their pride and masculinity.¹⁷

▶ **Are you the only person who has a job?**

Visitor:	Are you the only person in your family who has a job?	vosey eh aa ooneeka pesowa naa soowa faameelya kee t/e/ /e/pregoo
Local:	No, my uncle also works.	n/a/oo, meyoo tcho t/a/b/e/ traabaalya

Exchange 65

Women & Motherhood

Domestic roles of motherhood, caretaking, and housekeeping are traditional roles of women, even while working outside the home.¹⁸

▶ **Does your wife work outside the home?**

Visitor:	Does your wife work outside the home?	aa soowa eshpoza traabaalya fora
Local:	No, she takes care of the family.	n/a/oo, ela toma k/o/ta daa faameelya

Exchange 66

Many Brazilian women work outside the home, but receive lower wages than men.^{19, 20} Women also remain underrepresented in positions of power, such as in government.^{21, 22}

▶ Does your wife have a job?

Visitor:	Does your wife have a job?	aa soowa eshpoza t/e/ /u/ /e/pregoo
Local:	Yes, she works at the bank.	s/i/, ela traabaalya /e/ /u/ b/a/ko

Exchange 70

Domestically, women are obedient and accommodating to male partners.²³ Women not adhering to this role may be subject to domestic abuse, which is widespread but often unreported.^{24, 25}

Status of Elders, Adolescents, and Children

Elders

Younger relatives respect and care for their elderly family members.²⁶ In comparison with the United States, it is less common—and less socially acceptable—for Brazilians to place elderly family members in a nursing home.^{27, 28} The elderly population is increasing and government efforts to provide social security and increased long-term healthcare is vital to dealing with this age group.²⁹



Grandparents' day
Flickr / PlayPress Assessoria de Imprensa

Adolescents

Many Brazilian teenagers, especially those from poor families, participate in the workforce.³⁰ Although many occupy unskilled positions in agriculture, many engage in illegal activity by necessity.^{31, 32} The numbers of homeless adolescents in Brazil is staggering.^{33, 34} Teenagers live with their extended families. They enjoy spending time with friends and family. They remain living with their families until they marry and set up house on their own.^{35, 36}

Children

Elder family members highly value children, treating them with great affection and tolerance.³⁷ Discipline is relatively lenient in the average Brazilian home.^{38, 39} A family's financial means determines a child's duties and daily life. Children of middle- and upper-income families enjoy better educational and recreational opportunities, while poor children might have to work to supplement the family's income.⁴⁰

Married Life, Divorce, and Birth

Married Life



Married couple
Flickr / GUY LEITE

For Brazilian Catholics, marriage is a sacrament, or a sacred rite of passage.⁴¹ Brazilians typically date and marry within the same social class, although not always the case.⁴² Many middle- and upper-class families employ domestic help. A female maid (*empregada doméstica*) assists the woman of the house (*dona*) running the household, including cooking and cleaning.^{43, 44} Many low-income households are run by single mothers or wives while the men migrate for employment.^{45, 46}

▶ Are you married?		
Visitor:	Are you married?	aa soowa eshpoza t/e/ /u/ /e/pregoo
Local:	Yes.	s/i/

Exchange 71

Casual dating is common practice among most Brazilians. Brazilians traditionally marry at a young age, but is increasingly common for them to wait until their late 20s and early 30s.⁴⁷ Marriage traditionally marks the beginning of a Brazilian's life outside their family home.

▶ Are these your children?		
Visitor:	Are you married?	vosey eh kaazaadoo
Local:	Yes.	s/i/

Exchange 72

Childbirth

Children are highly prized in Brazilian culture.⁴⁸ Married couples are traditionally expected to produce offspring fairly soon after their nuptials.⁴⁹

▶ Are these your children?		
Visitor:	Are these your children?	eshtaas s/a/oo ash soowash kreey/a/sash
Local:	Yes.	s/i/

Exchange 73

Brazilian families have grown increasingly smaller in the modern era.⁵⁰ The expanding use of contraception and other social and economic factors contribute to lower fertility rates.⁵¹ The fertility rate fell dramatically from 6.15 in 1955 to an estimated 1.8 in 2016.^{52, 53, 54}

According to Christian tradition, a baptism occurs after the birth of a child.⁵⁵ As part of this ritual, parents choose a godparent, or set of godparents, for the child from among their close friends and associates. Godparents play an important role in the life of the child.⁵⁶ They provide social and financial support and help mark the child's life events. Additional Catholic rites of passage include a child's First Communion and, later, Confirmation, when the child's commitment to the Catholic faith is affirmed by their conscious accord.⁵⁷

▶ Do you have any brothers?		
Visitor:	Do you have any brothers?	vosey t/e/ eeRm/a/os ee eeRm/a/sh
Local:	Yes, I have one brother.	s/i/, ewoo tenyo /u/ eeRm/a/o

Exchange 74

Divorce

The Brazilian government did not legalize divorce until the late 1970s, but applicants have to be separated for 3-5 years and could only divorce once in their lives.⁵⁸ ⁵⁹ Though divorce is still stigmatized, it is increasingly common.⁶⁰ In 2011, ^{351,153} divorces occurred representing 46% of divorces in the country.⁶¹ Divorce provides an option of escape for women who would otherwise be trapped in abusive marriages.



Supreme federal court, Brasília
Flickr / Leandro Neumann Ciuffo

In most divorces, child custody falls to the mother.^{62, 63} As divorce has become more common, so has remarriage, especially for men. The fact that most divorced mothers retain custody of their children can be an obstacle for remarriage among Brazilian women.⁶⁴

Family Social Events

Weddings

Brazilian weddings typically include civil and religious ceremonies, held separately or on the same day.⁶⁵ The civil ceremony involves formal registration of the marriage with Brazilian authorities.⁶⁶ For Brazilian Catholics, marriage is a sacrament, generally celebrated in a church wedding, known, as a Nuptial Mass.⁶⁷ As is typical in most cultures, a reception with food, music, and dancing follows the ceremony; festivities often continue late into the night.⁶⁸

▶ Congratulations on your marriage!		
Visitor:	Congratulations on your marriage!	paaraab/e/sh pelo seyoo kaazaam/e/tu
Local:	Thank you so much for attending our wedding.	mu-/i/too obreegaadoo poR k/o/paareseR aaw nawsoo kaazaam/e/tu

Exchange 75

Many Brazilian wedding traditions are similar to those in the United States, such as exchanging rings, sharing cake, and tossing the bridal bouquet.^{69, 70}

Funerals

In Brazil, a mortician rarely prepares the deceased person. Thus, because of tropical conditions, burial occurs within 24 hours of death. A wake (*velório*) takes place before the burial.⁷¹ During this time, family and friends gather to mourn and remember the deceased.⁷² Expressive displays of emotion are typical for both genders.⁷³ Depending upon the circumstances, the wake takes place in a funeral home, church, or family home.⁷⁴ Funeral rites correspond with the religious affiliation of the deceased. For Catholics, it is customary to hold a special Mass for the deceased at one week, at one month, and at one year after the death. Black is the traditional color of mourning.⁷⁵

▶ My condolences.		
Visitor:	My condolences.	meyoosh peyzamish
Local:	Thank you.	obregaadoo

Exchange 76

Brazilians do not observe the U.S. custom of holding a reception after the funeral.⁷⁶



*Brasília - The procession, with the body of the former vice president of the Republic José Alencar, 30 March 2011
Wikimedia / Marcello Casal Jr / Abr*

Naming Conventions

Brazilian naming conventions generally follow Portuguese naming conventions.⁷⁷ Yet such conventions are not universally observed, and Brazilian names are often given and used in an informal manner.⁷⁹ Following Portuguese conventions, Brazilians typically have one or two personal names, followed by two family names: the mother's paternal family name and the father's paternal family name (listed last). Examples include José Luiz Pereira Silva and Ana María Gonzales dos Santos. Sometimes "e" ("and") joins the family names: e.g., José Luiz Pereira e Silva. The father's paternal family name is the primary surname and thus may sometimes stand alone with the personal name(s). Variations on the traditional name structure are common. Brazilians may have only one personal name and/or one family name (the father's paternal family name). When they are married, women have the option of retaining their maiden name or adopting a portion of their husband's paternal surname.^{80, 81}



*Baptism and child naming
Flickr / Marcio Erli*

Nicknames

Brazilians commonly use nicknames (apelidos), especially among friends and relatives.⁸² Brazilian sports stars are known internationally by their nicknames.⁸³ Brazil's most famous soccer player, Edson Arantes do Nascimento, is known throughout the world as Pelé.^{84, 85} Luiz Inácio Lula da Silva, the Brazilian president from 2003-2010, is widely known as Lula, a nickname from his childhood that was eventually incorporated into his formal name.⁸⁶ Witty nicknames are applied by adding diminutive suffixes to a personal name. For men, the suffix -inho is added, such as in the case of Ronaldinho ("little Ronaldo" or "Ronny"). For women, -inha is added, such as in Terezinha ("little Teresa").⁸⁷ Brazilians are also recognized by their first name.⁸⁸ Names of religious significance are common for personal names and surnames.^{89, 90}

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Chapter 6 | Family Life

Assessment

1. Brazilians value individualism above all else.
2. Brazilian society is traditionally patriarchal.
3. Child-rearing is shared equally between mother and father.
4. Children are highly valued.
5. As they age, Brazilian elders typically enter nursing homes.

Assessment Answers: 1. False; 2. False; 3. True; 4. True; 5. False;