



LOANWORDS APPLIED IN ADVERTISEMENTS IN FRANCA: a language analysis

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Resumo

Sabe-se que a língua inglesa é a língua mais falada no mundo. Também é considerada uma Língua Franca, ou seja, a língua que é o meio de comunicação entre nações cuja primeira língua não é o inglês. Além do crescente número de alunos que querem aprender o idioma, no Brasil temos também os empréstimos que fazem parte do cotidiano das pessoas. O objetivo do presente trabalho é verificar a presença de estrangeirismos encontrados em peças publicitárias em nosso dia-a-dia e os efeitos por elas produzidos nos receptores da mensagem. Para tanto, fizemos uma pesquisa bibliográfica baseada principalmente em: Bagno (2011); Paiva (2005); Garcez & Zilles (2001) e outros, a fim de dar suporte a nossa análise. Primeiramente tratamos de como a língua inglesa se tornou a língua hegemônica do mundo globalizado. Dentre os fatores estão as músicas, os filmes e as pesquisas científicas, pois é através da língua inglesa que, principalmente, as pesquisas ganham notoriedade. Em seguida contemplamos os fenômenos de choque cultural, os estrangeirismos presentes no português brasileiro. As questões associadas aos estrangeirismos, mesmo agregando valor a nossa língua, podem muitas vezes serem conflitantes dentro da comunidade. Posteriormente, discutimos visões a favor e contrárias aos estrangeirismos em nossa sociedade. Essas visões foram baseadas em linguistas que argumentam que não existe língua pura, elas são resultados de contatos com outros povos e culturas e, baseadas, também, nas ideias de um deputado que alega que o uso dos estrangeirismos descaracteriza a língua portuguesa. Com essa fundamentação teórica, conseguimos, finalmente, analisar três propagandas de diferentes gêneros encontradas na cidade de Franca.

Palavras-chave: Propaganda. Estrangeirismos. Língua. Língua Inglesa. Globalização.

Abstract

It is known that the English language is the most widely spoken language in the world. It is also considered a Lingua Franca, which is, the language that is the means of communication among nations whose first language is not English. In addition to the growing number of students who want to learn the language, in Brazil we also have loanwords that are part of people's daily lives. The aim of this paper is to verify



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the presence of loanwords in advertisements that we are exposed to on a daily basis. Thus, we have done some bibliographic research based on the authors: Bagno (2011); Paiva (2005); Garcez & Zilles (2001) and others who gave us support for the analysis. First we address how the English language became the hegemonic language of the globalized world. Among the factors are songs, films and scientific research, because it is through the English language that, mainly, the research gain notoriety. Next, we contemplate the phenomena of cultural shock, the loanwords present in Brazilian Portuguese. Issues associated with foreign language, even adding value to our language, can often be conflicting within the community. Subsequently, we discussed visions for and against loanwords in our society. These views were based on linguists who argue that there is no pure language, they are the result of contacts with other people and cultures, and also based on the ideas of a deputy who claims that the use of foreign languages deprives the Portuguese language. With this theoretical foundation, we finally managed to analyze three advertisements of different genres found in the city of Franca.

Keywords: Advertisement. Loanwords. Language. English. Globalization.

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1 Introduction

The very nature of language has always fascinated linguistics. Why do we choose a certain word instead of another to say a similar thing? Is the way we speak our language or dialect a product of our interactions or otherwise? Language and culture are intrinsically related.

The English language has been on the spotlight for a certain period of time as it is the most widely spoken language in the world; in many contexts, being considered a Lingua Franca. Besides the increasing number of students who want to learn it, in Brazil we also have the loanwords that are part of the people's everyday life.

Therefore, the aim of this paper is to identify loanwords which are part of advertisements in the city of Franca and the way it conveys its meaning. To do so, we have conducted some bibliographical research based mainly on Bagno (2011); Paiva(2005); Garcez & Zilles (2001) and others who gave us support to analyze the advertisements included in this paper.

We start by talking about the way the English language has become the most powerful and influent language in the world. The reasons why English has turned out to be an opportunity not only in the market but also a way to connect students.

Then we discuss the borrowing phenomenon called loanwords. Brazilians linguists, scholars and politicians opinions are commented and mentioned.

After that, we array the opinions of contrasting groups in the Brazilian society on the matter of loanwords and showcases a manifesto for a law trying to ban



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or limit the use of foreign words. The pros and cons of the loanword phenomenon are exposed.

Later on, authentic online material derived from advertisements in Franca are individually analyzed; as well as the necessity (or not) of the use of loanwords in each scenario. Variants such as audience, the perception of the product/company and others are considered.

2 The dissemination of English throughout the world

The neo-imperialism perpetrated by the U.S. in the western world became global after the end of the cold war and was held by cultural and commercial power, something far distant from the military power Americans used to play during the war.

Power may be defined differently at different times. When it comes to English, it started with the political and military power of the British Empire and scientific and technological development created by the Industrial Revolution. Later on, it was held by the American economic and cultural power (CRYSTAL, 2010).

This dissemination of the English language that was held by military force is today spread by American pop music singers, Hollywood actors and American business, that opens branches in developing countries and get the natives to work with them. Language is power, and in a globalized world, the word power does not come with arms but with principals, money, and prosperity.

[...] aquilo que podemos chamar de neoimperialismo não tem mais a necessidade de conquistar territórios para exercer sua dominação econômica e cultural (LACOSTE, 2005, p.7).¹

As stated before, the role the English language plays in today's international relations is crucial and vital. It is the most widespread and spoken foreign language in today's world. It is estimated that 1,5 billion people around the world has some knowledge of English. In addition, 80 to 90% of all worlds' scientific knowledge is published in this language. In other words, not to know it is to go against the course of history itself (RAJAGOPALAN, 2005).

Pouco adianta um importante cientista brasileiro (ou húngaro, ou tailandês, ou etíope...) fazer uma grande descoberta em sua área de pesquisa e escrever um artigo em sua língua materna. Se não conseguir publicar sua descoberta ou invenção em alguma revista ou jornal científico de língua inglesa, é provável que o resto do mundo nunca fique sabendo (BAGNO p.78 e 79, 2001).

Whether in business relations or simply for tourism in general, the main language you are likely to need is the Anglican one (BAGNO, 2001).

¹ References will be kept in its original language to avoid loses in translation.



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When people who do not share the same language are forced to interact with each other, they have to find some way to communicate with one another, which is a lingua franca.

[...] UNESCO defined a *língua franca* as 'a language which is used habitually by people whose mother tongues are different in order to facilitate communication between them' (WARDHAUGH, 2006, p. 59).

English is a *língua franca* due to the fact that it is a global language. In many aspects it goes from technology and science to commerce and trade. We live in a world in which we have more non-native speakers of English than native ones and it creates a whole new scenario that leads to calling the language as a globalized one.

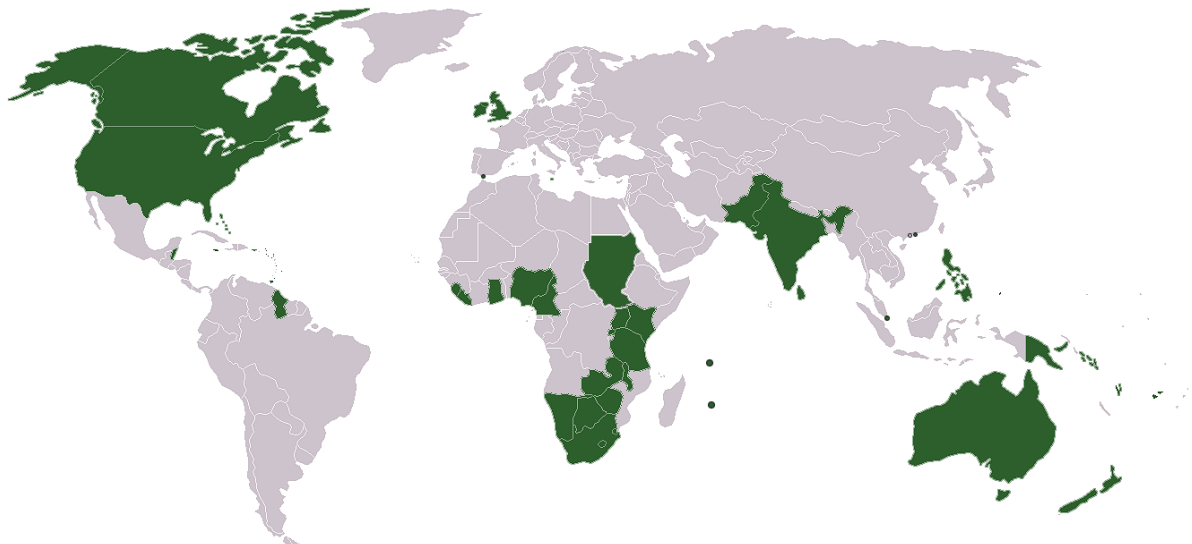
Any language which comes to be used globally has to adapt to allow this to happen, in form of new words, idioms, patterns of discourse, pronunciations, and so on (CRYSTAL, 2010, p.10).

Power explains why the language has spread. In the next part we are going to focus on how, in the non-native English speaking nations, the language is learnt and its effects.

2.1 Why do we learn English?

There are thirty-three countries in which English is people's native language, official language, second official language or it has some official status. On the other hand, the number of non-native speakers of English is much higher than the native ones (PAIVA, 2005).

Picture 1 – English as official language countries



Source: ENGLISH, 2018, online.

The map above features the countries that have English as their official language world-wide, if we take a closer look at the history of those countries we may discover that almost all of them were once part of the British Empire. These nations have gradually emancipated themselves from the United Kingdom, however kept the English as their official language which in many cases overlaps in importance with the population native language. As an example we can examine the case of New Zealand, once a British colony when independent from the U.K. adopted English and Kiwi as their official languages, the second one is the native Maori's language and is still spoken by part of the population.

Wired with the globalization that was taken place and the real necessity and desire of its population to learn English, educational institutions in countries where English is considered a foreign language, saw this opportunity not only as a profitable market but also as a way to connect their students worldwide.

Not quite different from most of the world, to learn English in Brazil has become a real necessity. Perhaps, what is unique and fascinating is the Brazilian way and creativity to use the language for marketing purposes in order to create the ideal of a better quality product and exclusive services and so on. In a country that has always celebrated the foreign words, products and others. Uncle Sam's language found, in Brazil a fruitful place to raise his crop (PAIVA, 2001).

However, why do people learn English? This topic has triggered marketers, teachers, and school's managers worldwide. Harmer (1994) goes deeply into this subject and divides the reasons into different groups.

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For some students to learn English is not a choice, the language classes are part of the school curriculum and they have to attend them, whether they like them or not. Others see English as advancement and see the language as a gateway to better jobs, positions or opportunities since it has become the international language of communication. On the other hand, we have the students that found themselves living in an English speaking community, and to speak English is a way to fully function in that society. They are inhabitants of an English speaking nation and English is a survival factor.

Lastly, we have a group that learns English for Specific Purposes. Waiters, hotel staff or airport counter agents are likely to need the language for their occupations. They are often referred to as EOP, English for Occupational Purposes. Students who are going to study in an English speaking country, however, may need English so they can write reports or essays and function in seminars, they are called EAP, English for Academic Purposes. The group we call EST, or English for Science and Technology, contemplates those whose field is medicine, physics, and other scientific disciplines.

2.2 The English language in Brazil

After the cold war and the end of Brazilian's military tyrannical government, to speak English became a big deal for many Brazilians. Once the Brazilian public educational system was not designed for this need, language schools that fulfilled the upper-middle-class desire to learn English started to appear in order to fill the gap Brazilian traditional schools left behind.

The reasons that lead many Brazilians to engage in learning English go from traveling to a foreign country, achieve a scholarship abroad, get a higher paycheck or even be able to sing their favorite rock song. English is so deeply soaked in the Brazilian culture that it is hard for a Brazilian, even the ones without any formal education in the language, to infer that many of the words they use daily are actually taken from the Anglican language.

[...] o povo brasileiro é, a cada instante, bombardeado por palavras da língua inglesa. [...] Ao entrar em uma lanchonete, pode-se tomar uma Coca-cola ou dietCoke e comer um hot-dog, um hamburger, um cheeseburger ou qualquer outro Burger, simples ou double. Nos fins de semana pode-se ir a uma Steak House ou a um restaurante self-service. À noite toma-se um whisky em um Scotch bar ou em casa, onde o status do dono da casa é medido pela marca do produto. O whisky nacional não é prestigiado e não há uma única marca de whisky com nome brasileiro. O grande dilema é saber se o Passport, Johnny Walker, LongJohn, etc, foi ou não engarrafado no Brasil, o que fatalmente diminui o seu valor. (PAIVA, 2005, p.16).

American words that are applied on a daily basis in Brazil are well accepted by most of the population however most of the times, pronounced with the Brazilian accent inference. Some scholars and politicians are bothered by the presence of this kind of lexicon mixed with the so called *pure Portuguese* which they claim to exist. This topic will be further developed in the following chapter.



3 Loanwords

When two different cultures are in contact with each other it is likely they will mutually borrow words from one another. This phenomenon happens for a wide range of reasons: one culture may be more powerful in a development point of view, one civilization may have a broader lexicon in a specific field that the other does not and so on (WARDHAUGH, 2006).

All languages develop for one reason only – the power of the people who speak them. This has always been the case – with classical Greek and Latin, for example – the Empires of the world have always carried their languages with them. It was the same with English. The first type of power was the political/ military power of the British Empire. Then came their inventors of the world worked at the time in the English language. And then in the 19th century there was economic power gravity of the world shifted into an English speaking country, one whose population was growing so much that it quickly became the dominant country as far as English language use concerned (CRYSTAL, 2001, p.6-7).

Thus, vernacular languages loan words from one another; history has shown, they do not change extensively based only on this experience. Most of the vernacular languages spoken in today's world are well established in the syntaxes and semantics point of view. They have their own dictionaries, literature, and are diffused not only by its native speakers in their relationships with their peers but also spread by the political state in local schools and universities.

To showcase this borrowing phenomenon we can take the Brazilian sales and business community. This group is likely to use English words because the USA and the UK have a much longer and more powerful history in the international commerce than Brazil does. Furthermore, the United States is today a much more important country in the international business world than Brazil is (GARCEZ, 2001).

[...] os falantes do português brasileiro, tendo em mente a representação que fazem do inglês, associam a ele e, por extensão, à língua inglesa, valores que vão desde dinamismo progressista, consumo e comodidade, avanços tecnológicos e poder vigoroso, valores aos quais desejam se associar [...] (GARCEZ; ZILLES, p. 16, 2001).

The comment above demonstrates how power influences the loan of Anglican words. It is important to highlight though, that as non-native speakers of English appropriate themselves of Anglican words, they are prone to integrate those words and expressions into their own world. As a result of that, they create a new meaning to those words, and new ways to pronounce them, far distant from its original meaning and pronunciation, “[...] nossa pronúncia dessas palavras estrangeiras se faz de acordo com as características fonético-fonológicas do português brasileiro” (BAGNO, 2001, p. 75).

For instance, the use of the word *shopping* in the Brazilian Portuguese refers to a commercial establishment, usually an indoors one, where we can find

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boutiques, movie theaters, clothing stores, department stores and so on. In contrast, *shopping* is used by native speakers of English to refer to *go shopping* in general, to buy something. The place previously described is named in an English speaking country as a *mall*. Another example that has to do with the fast-food business is explained by Garcez (2001) bellow.

[...] é emblemático o caso do termo *cheeseburger*, que significa sanduíche de hambúrguer com queijo no inglês norte-americano. Entre nós, sofre transmutação até chegar ao atual xis-queijo do português brasileiro, em que *cheese* (queijo) foi completamente reanalisado para *XIS*, passando a significar qualquer sanduíche de hambúrguer, com ou sem queijo, e, quando queijo, passa a ser especificado como *xis-queijo*. (GARCEZ, p. 32, 2001).

Brazilians who work in the technology area, the ones that deal with computer software on a daily basis naturally and extensively loan words from English, basically because there is no exact word in Portuguese to describe the same procedure or computer program. As this contact continues we are now facing the appearance of newly adapted verbs, usually with the –ar termination, in the Brazilian Portuguese language.

Um exemplo: O office-boy flertava com a baby-sitter no hall do shopping-center. Embora os substantivos sejam todos de origem inglesa (e a raiz do verbo flertar também), a sintaxe e a morfologia são perfeitamente portuguesas, [...] (BAGNO, p.74 e 75, 2001).

Although this extensive loan of words bother some people and even create in some people the fear of the disappearance of our national language, it is important to say that sociolinguistics and the history has shown that a well codified vernacular language in a monolingual society, such as the Brazilian Portuguese in Brazil, has nothing to fear from foreign interferences (WARDHAUGH, 2006).

Furthermore, there is an interesting case worth of mentioning. Almost a century ago, the use of French words and expressions was quite commonly used in the Brazilian Portuguese. Associated with the high-end cuisine, upper-quality boutiques, and sophistication in general, Brazilians integrated French words on their day-to-day language the same way Americans did, and still do. Back then, a Brazilian doctor saw the pure and original Portuguese in and started writing articles in the local newspaper about this imminent peril as well as trying to ban the use of that kind of anomaly. Over the time France's power decayed and it is rare to see any use of the language in Brazilian restaurants or boutiques (FARACO, 2001).

Há pouco mais de um século, o médico Castro Lopes fazia grande barulho pela imprensa, defendendo a substituição de palavras francesas, usadas em abundância entre letrados do Rio de Janeiro de então, por estranhos neologismos de base latina erudita, atitude que mereceu ferinas críticas de Machado de Assis (FARACO, p.9, 2001).

Today, some Brazilians and some congress members do not seem to agree with the language specialists. Therefore we have had in Brazil some intent to

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banish the use of foreign words by political measures, such as laws, torture and other forfeitures.

Just like any other nation in the American continent, Brazil is a mixture of its immigrants and its people. During the World War II many of those immigrants, especially the ones whose father or mother came from Italy, Germany or Japan were threatened by the federal government and discouraged to speak their mother's tongue. In some cases, there were even shreds of evidence of tortures that cannot be proven since the many documents never came to light.

A falta de informação científica é evidente em todas as afirmações do purismo linguístico que, há vários séculos, vêm jurando de pé junto que a língua portuguesa está sendo assassinada, que dentro de poucos anos ela não vai existir mais, que os estrangeirismos vão destruir a estrutura do português, que o desprezo dos falantes por sua própria língua vai condená-la ao desaparecimento etc., etc (BAGNO, p.60, 2001).

Brazil has changed, and so has the way Brazilians intend to control the speakers ability or permission to use a specific word. The motivation, on the other hand has not. Using the same argument related to a so called nationalism and purity when it comes to language members of the Brazilian communist party, a congressman, tried to ban and fine those who use foreign languages in the marketplace.

[...] tudo começou quando um deputado federal, andando pelas ruas de nossas cidades, achou que a quantidade de palavras e expressões estrangeiras (principalmente do inglês) era excessiva. Num raciocínio simplista, concluiu que a língua portuguesa estava sendo completamente descaracterizada e seriamente ameaçada, pondo em risco todo nosso patrimônio cultural. (FARACO, 2001, p. 9).

The congress member project of law was not approved but contributed to put the loanword phenomenon on Main Street after a long time in the shades and stimulate discussion about the matter in a now democratic and free country.

Em nossos dias, a difusão mundial do inglês, especialmente nos grandes Estados que evidentemente nunca fizeram parte da Comunidade Britânica das Nações (a *Commonwealth*), não procede essencialmente da Grã-Bretanha, mas, em grande medida, da influência direta e indireta dos Estados Unidos. (LACOSTE, 2005, p.9).

The U.S. is the motherland of multinational companies worldwide whose branches are located in many of the developing countries such as ours. With this in mind, many of the employees of these companies identify to learn English not only as an option to go a step up the company's ladder chain but also as a real obligation to guarantee his or her spot in that market.

No campo da aviação, todos os pilotos do mundo falam mais ou menos inglês para conversar com as torres de controle de diferentes países, assim como o pessoal das companhias aéreas, para falar com passageiros vindos

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de outros países. O formidável desenvolvimento do turismo (doravante, a mais importante atividade mundial, pela cifra de negócios que atinge) tornou-se um dos grandes motores de difusão mundial do inglês (LACOSTE, 2005, p.10).

It was not always like that, though. Throughout the course of history other languages, used by the most powerful and dominant society, played the same role English plays nowadays as the lingua franca in the world.

4 When two worlds collide

The advances of the English language in Brazil generate an inevitable collision of not symmetrical or equal power. At one side we have the Brazilian official language brought by the Portuguese almost five centuries ago and at the other, the American one, gradually introduced due to the neo-imperialism and globalization process.

As English follows its course into becoming a more and more global language the majority of its speakers, the non-natives, create a whole new lingo that is virtually intelligible for the native ones the same way Old-English gradually became intelligible for Modern-English speakers. The language adapted over time and no longer a mainly Germanic language in the ethnologic point of view; it is now, a Romance language when it comes to vocabulary. These new Englishes have words that mean one thing in a specific language community and do not quite make sense, or mean another thing, in an English speaking country. The word *show*, for example, often used by Brazilians to refer to a *concert*, or the word *Walkman*, created by the Japanese in order to name an object that played tapes in the 80's are intelligible for native speakers of English or need a further explanation for the communication between non-native and native to properly occur.

Next, we are going to show how the advances of the English language in the Brazilian society divided it in two views: the ones in favor of the Anglican loanwords, and the ones against it.

4.1 No we can't

Concerned about the avalanche of English words and expressions soaked in our so-called, *pure*, Brazilian Portuguese we had members of Brazil's communist party, PC do B, and the part of the population that see it as a way of exclusion and anti-nationalism that were against the use of loanwords. In two distinctive occasions, members of this party tried to go against the Anglican avalanche trying to rule out the possibilities of its usage in public locations by the force of the Law.

In none of the occasions they managed to get the measures approved; neither locally, as intended in the Rio Grande do Sul state by Jussara Cony, nor nationally, as attempted by Aldo Rebelo.

What is compelling is that as Congress members in a democratic nation, such as Brazil, they are supposed to approve and inspect those laws that



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directly benefit the population, and as mentioned by FARACO (2001) people do not loan what they do not want. It leads to the conclusion that those projects not only limit the population's freedom of choice but also harms the business people that engage themselves in those practices.

Most specifically, in the Jussara Cony's case, we have the fact that as a congress member of Rio Grande do Sul, a state that shares border with two other Spanish speaking states is more concerned about the advances of English than the advances of Spanish. This last one is happening in the congresswoman only neighborhood: the advances of Spanish or the contact language that is emerging in the border area of that State.

It has been proved by sociolinguistics that language and dialects may work as a tool of exclusion and those that found themselves in danger by globalization might find the advances of English as an evil foreign force. But it is also true that avoiding change and advocating for the past is not an option in today's scenario.

4.2 Yes we can

Languages influence one another when in contact situations. When in symmetrical and equal conditions, such as the Rio Grande do Sul's, the languages mutually influence themselves. In the case of Portuguese and English, on the other hand, the unbalance between them becomes evident. Naturally, the more powerful the language is the more influence it has over others.

As stated by the well-known linguists such as FARACO (2005) and BAGNO(2005) there is no need or way to stop this ancient episode that has been dated by historians since the advances of the Roman empire and most recently took place as Napoleon's France vanished Europe. Languages do not disappear, they do change though. It happens because they are alive and are kept and transmitted by those who speak them.

Se o desejo é a força que move o recurso a empréstimos, muitas vezes desnecessário, o sentimento que move a aversão aos estrangeirismos parece ser o medo, medo da invasão que ameaça o controle, que ameaça a suposta pureza da língua e a nacionalidade monolítica, medo, enfim, da pluralidade e da diversidade (GARCEZ, 2001, p.34)

The desire for borrowing comes from the inside, not otherwise. As loanwords usually follow their course into becoming integrated to the local language they adopt the language grammar system. The jeopardy some people claim the loanwords represent is related to the cultural values of the country whose provide those words and its impact on the country that absorbs them.

5 The loanword phenomenon in Franca

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As it was said before, the English language was first known as the official language of some countries. After that, due to the globalization it is considered the lingua franca.

In Brazil, besides the importance of learning English, we have also incorporated a lot of its lexis. Therefore, it is hard to ignore loanwords that have English roots. When we leave our homes in the morning and go to work or school we will face them in many places such as stores, billboards, leaflets, etc. This is a fact which gives educators a chance to contextualize the importance of English language over society. When we demonstrate to our students how integrated to our language English is, we are likely to break barriers and make a gateway that contributes to the learning process.

The aim of this paper is to verify the presence of loanword in advertisements in the city of Franca, São Paulo. Thus, we are going to analyze three different pieces of advertisement extracted in the city. In the intent to showcase the loanword presence in a plural and democratic way, the advertisements displayed in the paper have come from dissimilar sources such as newspapers, magazines, restaurant menus and billboard and contemplate different social and business activities present in the city: fast-food restaurants, public services, publicity, branding and marketing.

5.1 Public Service

Picture 2 - Tapezap



Source: OPERAÇÃO, 2018, online.

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The advertisement above has been used by the city hall of Franca, both on billboards around the city as well as online. The aim of this advertisement is to make the population of the city aware of one of the services they offer, which is to fix the city streets. The population is encouraged to text the city hall by using the whatsapp number provided

In order to promote the service and get the population to request their service, they have used an interesting choice of words. Wardhaugh (2006) points out that any vernacular languages are in constant change. Languages change based on internal variations and external variations.

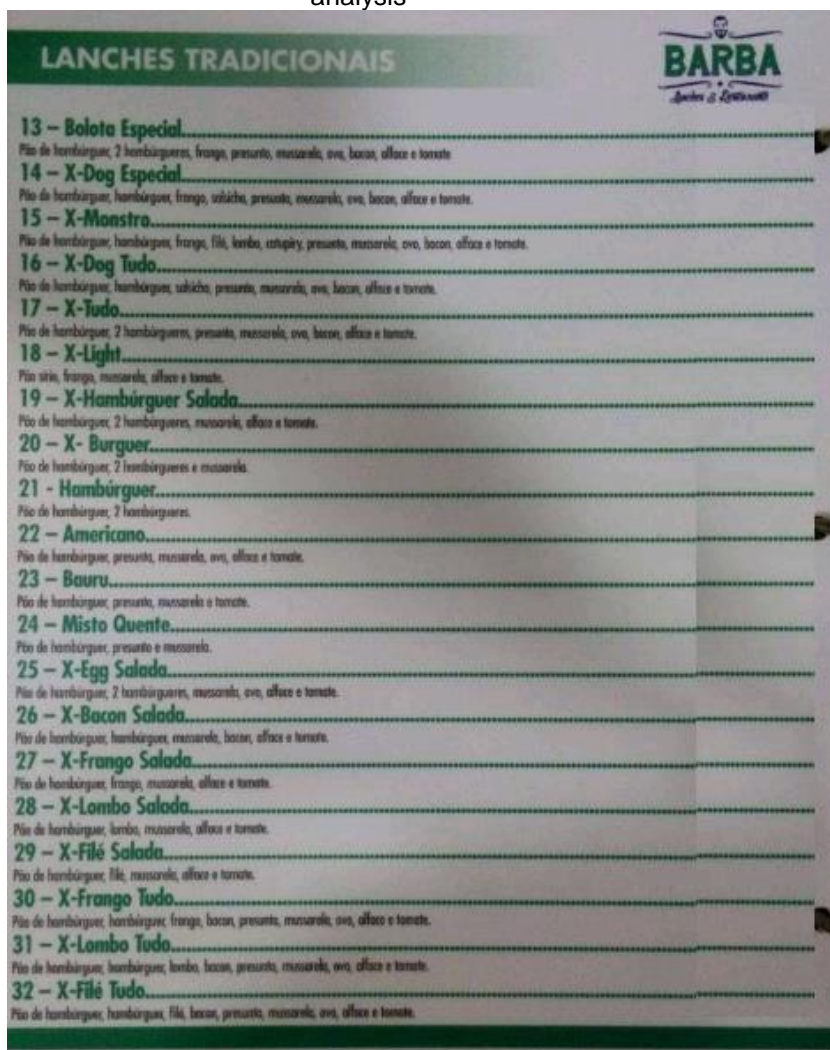
Here we have the case of a borrowing word that is still vivid and in process. The advertisement says: *Tapezap: Mande um whats, a gente tapa o buraco*. The service name itself is an integration of the Portuguese verb *tape* with the loanword *whatsapp*, which becomes in this case *zap*. This last one is still a new created word, and in the advertisement works as a noun and the object of the sentence; working therefore according to the Brazilian Portuguese syntaxes. The whatsapp became the zap, zapzap or whats. When it says: “*mande um whats que a gente tapa o buraco*”, we have the word *whats*, that has not yet been integrated to the Portuguese morphology but is intelligible for us Brazilians.

When the city hall office adopted this kind of vocabulary, they not only made it easier for the population to report a problem but also spread their message in a way that truly reaches the population. As Paiva (2005) stated, Brazilians are very creative when using English loanwords for marketing purpose.

The choice of words was not sophisticated or exotic, here the choice for a loanword created a successful way to talk to the population. Almost everybody has a smartphone, a Whatsapp message application, and a problem in their streets that needs some fast fixing.

5.2 Fast-food restaurant

Picture 3 – Barba Lanches



Source: CARDÁPIO, online, 2018.

In this extract, we have a menu of a popular snack in the city. It is interesting to notice the use of the letter X which when pronounced in Portuguese has a similar sound to the word cheese as previously mentioned by Garcez (2005) when he comments on the mutation, in Brazilian Portuguese, of the term *cheeseburger* over time.

Fast-food places have been around for a long time in many of the Brazilian cities and it is not different in Franca. They are an affordable option and a traditional place to have some food at night.

When we take a closer look at option 25 of the menu, for example, we can notice again the Portuguese-English blend. Unlike the previous example in which we talked about a work in progress or a loanword in a movement of adaptation to the Brazilian Portuguese morphological rules, this time we have an example of choice. The choice for a graphic X instead of cheese, egg instead of *ovo*, *salada* instead of *salad*, or bacon instead of *toucinho*, are much more related to the speakers choice,

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and how he wants his commercial establishment to be seen, than to a lack of expressions or words in our native language.

As Paiva (2005) previously explained, Brazilian consumers are eager to celebrate the foreign. Therefore, the product's value and perception it directly related to the name it is given. According to the author, Brazilians are likely to diminish the value of manufactures either named in Portuguese or produced in Brazil.

The speaker adapts his repertory to his audience. In other words, it is the salesman duty to talk to his customers in a clear way. Since traditionally fast-food establishments in Brazil looked forward the American ones in the same field of business and tried to apply some of their concepts, it is not odd to see an extensive unnecessary use of English in their menus in our country.

5.3 Marketing and advertising

Picture 4 – Jamp

SE VOCÊ QUER SE DESTACAR, ALÉM DE DIFERENTE

Seja excelente!

MARKETING • BRANDING • PDV • ARQUITETURA CORPORATIVA • WEB • MÍDIAS SOCIAIS

Avenida Paulino Pucci, 462
Jardim Francano - Franca - SP
14405018
16 3721.1126
jampmkt.com.br

jamp
marketing e propaganda

Source: ENFOQUE, jul. 2018, p. 21.

This last advertisement showcases how loanwords and jargons in some fields may lead the receiver of the message to different conclusions. In the advert, we have a company offering their services in a wide range of fields. Some of those fields, such as the aviation, previously explained by Lacoste (2005), use English jargons on a daily basis. Still, it is hard for the general public to understand many of the terms and expressions they use. To exclude those who don't know the terms and jargon is not something negative. The speaker has his audience in mind and he is directing his speech to them WARDHAUGH (2006).

When a speaker chooses to overuse loanwords, he can be either seen as someone who knows about the business he is at, someone who had been abroad with experts in the area, etc; or he may be interpreted as cocky, exotic, eccentric. It is a risky path of choice in many cases. As commented by Garcez & Zilles (2001) on the values that are by extension related to a target language; in this case, the English language.

6 Conclusion

Brazil is a country that has always celebrated diversity, embraced the new and our youth reflects those values. We should be aware of the massive influx of loanwords that we are exposed to.

The Portuguese we speak, the products we buy, the interactions we have are far away from the language of Camões. Our language reflects our diversity, our culture, and values; that is neither Portuguese nor American but Brazilian by heart.

English itself has changed over time; and today, due to the migration process, the dialect spoken in London has a massive influence of Jamaican English just like the one spoken in Los Angeles has influences of Latin American Spanish. This paper has had the aim of identifying the presence of loanwords in advertisements in the city of Franca, taking into consideration the discussion that has been in the political and academic level about it and also verify how its use actually takes place in an ordinary citizens daily life.

We could conclude, especially through the first two advertisements featured in this paper, that loanwords are often a product of the constant change of vernacular languages. Therefore, they integrate aspects of the speakers' life. Only in few cases, the extensive use of loanwords in fact diminishes Portuguese.

In order to come up with that conclusion we should focus on the receiver of the message. Different receivers may evaluate a speech differently. A receiver that associates positive feeling towards the United States is likely to receive a message with loanword in a positive way. On the other hand, a receiver that has negative feeling related to the United States and other English speaking nations is more likely not to welcome the exact message. More important than to use, or not to use, a loanword as part of your interactions is to know your audience.

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When we think of loanwords as a tool for exclusion, when we assume a certain speaker chooses to use a loanword intentionally not to let part of the population understand what he is saying we are making a false conclusion.

Every field of work has its own jargons and they are not to be misunderstood with simply *loanwords*. Teachers have their own jargons, so do marketers, politicians or airport employees. In some fields of work the use of English is part of the jargon and how the peers communicate with each other. The jargon is perfectly intelligible between those in the same field of business, whether it makes use of loanwords or not. Therefore, we should always consider a message taking into consideration that it is driven to.

We can conclude that Brazilian Portuguese does, in fact, enhance its repertoires with the appliance of loanwords. Loanwords open possibilities on the speakers range of vocabulary to express their feeling, characterize a product (or pretty much anything). When used creatively, loanwords can make a message bolder, stronger in a unique way that triggers consumers' attention and highlights a products or service.

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