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AN ANALYSIS OF RECENT ENGLISH BORROWINGS IN
THE BRAZILIAN MAGAZINE "VISÃO"

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CHAPTER I

INTRODUCTION

My first intention was to investigate English loans in the Brazilian press language in general, but I soon came to the conclusion that such an undertaking would be beyond the scope of the present research possibilities. I decided, therefore, that a certain amount of "pruning", e.g. limiting of my objectives and sources of investigation was not only desirable but absolutely necessary.

Purpose of Research

The purpose of this research is to investigate the state of recent English borrowings in the Brazilian press language as found in the selected sources, group them according to several specific areas of occurrence, list the respective items and state their frequencies of occurrence, determine the factors which favor the appearance of certain loans and then correlate these occurrences and factors with the general theories of language influences and contacts, and finally according to the borrowing process matrix give an insight into the state of recent English borrowings in the Brazilian press language.

Research Method and Approach

It must be made clear that this research does not cover the entire range of loans and all possible borrowing phenomena, but is rather restricted to a sufficiently large number of investigated sources and the following areas of general interest: Economics, business administration, marketing, manufacturing and trade; Science and technology; Politics; Social life, including showbusiness, music, theater, cinema, television, radio and art in general; Leisure, including sports, tourism, camping, hobbies, books, food and clothing. It was also decided to leave out advertisement material, as the loans in such material, are restricted to certain specific fields and would distort the data. Such grouping will necessarily result in a certain amount of overlapping in the general distribution of the collected data and the respective selection and delimitation of the respective areas of interest. My intention is not to investigate the first entry of the loan items under investigation or trace their etymological development. Neither is the purpose of this research the investigation of material which has already firmly become established as part of the adopting or receiving language. It is not always possible to determine with precision what may be considered as "firmly established", as appropriate source material for such an investigation is lacking. It is hoped, however, that this research will provide some insight into the "firmly established" material such as futebol, líder, liderança, lanche, lanchar, repórter, sanduíche, etc. - to mention only a few. Another important factor in this research is the limitation of the avail-

able source material which must necessarily be restricted. Although an attempt is being made to make this research as complete as possible, omissions may occur. MØLLER³⁵ (p.57) states that only an approximately complete investigation of the present day language is possible.

This investigation will study the frequency of occurrence and the relative number of such occurrences in the established areas of investigation and general interest. Then this research data will be correlated with the respective conditions for borrowing which will be treated under a special heading.

A brief survey of the borrowing phenomena in both languages, the Donor (English) and the Receiver or Borrower (Brazilian Portuguese) will be given under a special heading with the purpose of showing the continuous changes and enrichments of both languages from the diachronic point of view, although this research work is mainly concerned with the synchronic aspect of borrowing.

The conditions for borrowing will provide a matrix which will help in the correlation of the research data and the existing theories. Such correlation should either confirm the existing theories or show the need for establishing other possible theories, investigate the validity of the necessity for certain loan intrusions, investigate loans that appear to be unnecessary, and reach certain conclusions in regard to the graphic assimilation of certain loans and at the same time point out several problems and inconsistencies.

Terminology

The meaning and use of certain terms in this research must be clarified. Some authors use both terms loan words and borrowed words interchangeably. JESPERSEN²⁷(p.208) makes the following statement in a footnote which is worth noting:

I use the terms loan-words and borrowed words because they are convenient and firmly established, not because they are exact. There are two essential respects in which linguistic borrowing differs from the borrowing of, say, a knife or money; the lender does not deprive himself of the use of the word any more than if it had not been borrowed by the other party, and the borrower is under no obligation to return the word at any future time. Linguistic 'borrowing' is really nothing but imitation....

It seems that the term borrowing is more suitable as it expresses the idea of adopting or taking over (something) as one's own. HAUGEN²⁴(p.81) points out the real advantage of the term "borrowing" and states: "It has therefore remained comparatively unambiguous in linguistic discussion, and no apter term has yet been invented". A loan implies rather the idea of lending with the understanding that something will be returned. This is not true as the so called loans are really intruders or imports, or need and prestige "fillers", usually taken over without any idea of ever returning to the original source. A new term such as "import" or "filler" could be more appropriate. Although such innovations are worthy of more thorough consideration, traditional terminology will be used in this work.

In the Portuguese language two terms are found, emprésti-

mos and estrangeirismos. The word empréstimo is derived from the verb emprestar, which means to lend, loan; to borrow and to communicate; thus empréstimo becomes a loan, lending; borrowing.* The word estrangeirismo means 'foreign' or better 'the usage of foreign words or expressions'.** The latter can be divided into galicismos - galicisms or words borrowed from French, germanismos, anglicismos, etc. Thus the term estrangeirismo seems to be quite adequate.

In German there are three different terms, Fremdes Wort, Fremdwort and Lehnwort or Lehngut, but their definitions are not water-tight and the dividing lines between them are not quite clear-cut.*** The term Anglizismus in regard to English borrowings is also very common. Some linguists, like ZINDLER⁵⁵ (p.10) make virtually no distinction between Fremdwort and Lehnwort.

Sources for Investigation and their Limitation

My first limitation concerns the primary sources - the written media of mass communication, e.g. press language. In doing so I decided to select the source material bearing in mind the circulation of the respective source, its readers and areas of interest covered in its articles, essays and reports.

* Novo Michaelis - Dicionário Ilustrado, vol. II, São Paulo, Melhoramentos, 1961, p.479.

** Ibid., p.550.

*** For a more detailed treatment of these terms see MØLLER'S Zur Methodik der Fremdwortkunde.

After careful consideration of all existing printed media of mass communication, I decided to use the primary source of this investigation the semi-monthly magazine "Visão" and a number of supporting sources, such as the weekly news magazine "Veja", some local newspapers, such as "Gazeta do Povo", and a number of complementary sources, among them the illustrated weekly magazine "Manchete". According to ULRICH'S INTERNATIONAL PERIODICALS DIRECTORY,* I have obtained the following circulation data of the primary sources: "Visão" was first published in 1952 and its circulation between 1971 and 1974 was 90,000, increasing to 120,000, between 1975 and 1976. "Veja" was first published in 1968 and its circulation between 1973 and 1974 was 120,000, between 1975 and 1976, 157,000 and some current issues have a circulation of over 250,000.** No circulation data is available for the newspapers, but the popularity of "Gazeta do Povo" is confirmed by MARPLAN which states a general preference of 72% for Sunday issues.*** Average weekday circulation is estimated at between 30 and 40 thousand and slightly higher on Sundays.

The choice of these periodicals is further confirmed by MØLLER³⁵ (p.11) who states that the written language is the most revealing in regard to foreign lexical material and says,

* New York, R.R. Bowker, 14th ed. (1971-1972) and the 16th ed. (1975-1976).

** No.448 (06.04.1977), 116p., indicated circulation: 272,000; no.432 (15.12.1976), 132p., indicated circulation 258,000.

*** MARPLAN = Pesquisa e Estudos de Mercado, "Gazeta do Povo", vol.58, no. 22.254 (23.04.1977), p.29.

Heutzutage ist wohl die Mehrzahl der Entlehnungen auf schriftliche fremdsprachliche Quellen zurückzuführen, und als Hauptquelle der auf schriftlichem Wege erfolgten Entlehnungen ist wiederum die fremdsprachliche Presse aufzufassen, während für frühere Perioden die schöne Literatur etwas mehr in Betracht kommt. Als Aufnahme-medium fungiert natürlich in erster Linie die einheimische Presse eines Landes.*

The areas of interest in both periodicals, "Visão" and "Veja", are national and international political and economical news, articles dealing with science and technology, sports, cultural aspects covering such topics as education, folklore, book publishing and writing, book reviews, film reviews, articles on television, the movie producing industry, music and art. Both periodicals frequently carry charts, statistical data and illustrations.

I have investigated a total of 3,466 printed pages in vol.29 of the magazine "Visão" (26 issues with a total of 1,674 printed pages, including advertisements and covers) and vol.49 (12 issues with a total of 1,792 printed pages, including advertisements and covers). Number 5 (31.08.1976) was omitted as it is a very special issue "Who's Who in Brazilian Economics" listing and describing some of the most important

*"n.t." The majority of borrowings come from written foreign sources nowadays, and the foreign press is to be considered the main source for such borrowings, although in earlier times the belles-lettres must have been such a source. Obviously the medium of acquisition is in the first place the local press language.

Brazilian economical enterprises. The average number of printed pages per issue was between 56 and 92 for volume 29 and between 100 and 208 for volume 49.

In addition I have also investigated four recent "Veja" issues no.389 (18.02.76), no.413 (04.08.76), no.432 (15.12 76) and no.448 (06.04.77), chosen at random with a total number of 484 printed pages including advertisements and covers, and 10 issues of the daily "Gazeta do Povo" published in Curitiba, Paraná, and also chosen at random (vol.58, numbers 22.217, 22.220, 22.224, 22.227, 22.230, 22.231, 22.233, 22.234, 22.239, 22.243 - all of March and April 1977).

I have found that the variety of printed material and the amount of it was in accordance with the purpose of the investigation and produced a sufficient amount of data for the research. Occasional references to other sources will be made to clarify or corroborate the occurrence and status of certain borrowings and their conditions. Such references come from a series of important and widely circulated Brazilian newspapers and periodicals.

Criteria for Area Choice and Limitation

I have avoided highly specialized areas as it is not the scope of this work to investigate such material. Such an investigation could produce somewhat distorted results. I have therefore decided to omit all advertisement material as it refers to objects or ideas of limited and highly specialized use, whereas articles written for larger masses and in more

general spheres of interest would be more appropriate for my investigation. Another reason is the fact that publicity material (advertisements) is supplied by a number of publicity agencies and not the magazines themselves.* Such material would never reveal the real nature of the press language of these sources as a means of mass communication.

Preliminary investigation of four daily issues of "Gazeta do Povo", three "Manchete" magazines and five "Visão" issues resulted in the following data** (the numbers refer to the different borrowed words from English and found in the respective areas of investigation): (see diagram 1)

It should be made clear that this was only a tentative approach in determining the main areas of interest and the respective grouping of borrowed words. It gave a first-hand insight into the behavior of borrowed words in Brazilian Portuguese press language and helped in the final grouping of borrowed items.

*"Os anúncios são fornecidos já prontos à produção desta revista pelas agências de publicidade. Visão limita-se apenas a veiculá-los". Vi, 49 (11): 6, 22.11.1976.

**
a) "Gazeta do Povo"-vol.57, no.22.038 (01.09.76), no.22.039 (02.09.76), no.22.040 (03.09.76), and no.22.041 (04.09.76).

b) "Manchete"-vol.20, no.1049 (27.05.72), no.1052 (17.06.72), and vol.21, no.1102 (02.07.73).

c) "Visão"-vol.29, no.1 (01.07.66), no.2 (08.07.66), no.3 (15.07.66), no.4 (22.07.66), no.5 (29.07.66).

Note: all of these sources were chosen at random without any specific considerations as to their content.

DIAGRAM I

AREA OF INTEREST (preliminary study)	SOURCES			TOTAL NUMBERS	RANK
	"Gazeta do Povo"	"Manchete"	"Visão"		
ADMINISTRATION AND ECONOMICS	6	6	14	26	5
POLITICS	3	7	1	11	7
SCIENCE AND TECHNOLOGY	2	12	17	31	4
SPORTS	41	6	6	53	3
FASHION	0	6	3	9	8
FOOD	0	7	0	7	9
TOURISM	1	3	1	5	10
SHOWBUSINESS, TV, Radio, Cinema, Theater, etc.	5	42	30	77	2
SOCIAL AND CULTURAL EVENTS, etc.	36	47	8	91	1
NOT CLEARLY DEFINED ITEMS	3	6	8	17	6
TOTAL	97	142	88	327	

Certain words found in these sources appear in different areas of interest. The word show in the magazine "Manchete"* appears eight times altogether, but three times in the field of sports, twice in fashion and society, and only once in the field of showbusiness. Repeated occurrences of these items under the same heading and in the same article were not counted as separate occurrences. Certain words could not have been appropriately defined according to the preestablished areas of interest, e.g. design, standard, and such names as NASA, B-52 and Boeing 707. The latter were placed under the heading of "Not clearly defined items" and ranked sixth in the list of ten areas of interest of this preliminary investigation. Other items which showed clearly their normal affinities were placed under the respective headings and not under the headings where they occurred. Such is the case of grapefruit and ketchup, which appear under the headings of Economics and Tourism** and were placed in the chart under Food where they belong to by affinity. This shows quite clearly that a certain amount of overlapping cannot be avoided.

Findings

A) There is a total number of 327 lexical items almost evenly distributed, except for "Manchete" which shows a slightly larger number. At this point I am not interested in the items, but in the total appearance under separate headings.

* "Manchete"-vol.20, no.1049 (27.05.1972).

** "Manchete"-vol.21, no.1102, (03.06.1973),p.20.

B) A slightly higher number of lexical items was found in the magazine "Visão" in the area of Economics which clearly shows the tendency for more complete covering of this field.

C) Politics seems to be a rather weak group with relatively few occurrences and frequently showing overlapping tendencies.

D) Technology and science rank fourth.

E) The area of sports has a relatively large proportion of lexical items in the daily "Gazeta do Povo" which again shows the popularity of sports reports among readers.

F) Fashion, Food and Tourism are the weakest areas and rank eighth, ninth, and tenth respectively.

G) Showbusiness and social and cultural events form the two largest and most important groups, although showbusiness and related aspects or activities are weaker in the daily "Gazeta do Povo", and social events rather weakly represented in the magazine "Visão".

H) A group of seventeen items belong to the area of not clearly defined items as to their status and area of interest.

I) By placing the items in Fashion, Food and Tourism under the heading of Leisure along with Sports, and by placing TV, Radio, Cinema, Theater and Showbusiness in general along with Social and Cultural events in a more or less arbitrary fashion, the following results were obtained:

- Group 1: Economics (business, marketing,
manufacturing and trade) - 26 items.
- Group 2: Politics - 11 items.
- Group 3: Science and Technology - 31 items.
- Group 4: Leisure - a)Fashion - 9 items
b)Food - 7 items
c)Tourism - 5 items
d)Sports -53 items
Total: 74 items
- Group 5: Social Life-
a)showbusiness, TV,
radio, cinema, etc.
-77 items
b)social and cultural
events -91 items
Total: 168 items

By considering Economics, Politics, Science and Technology, as belonging to one major area of somewhat related sub-areas, and by further subdividing Group 5 into two distinctive areas, these are the results:

1. Economics, Politics, Science
and Technology - 68 items
2. Leisure - 74 items
3. Showbusiness, TV, Radio, etc. - 77 items
4. Social and Cultural events - 91 items

The results show four major groups with neatly balanced borrowed lexical items. For the sake of clarity, however, I decided to establish five representative areas of interest which will form the guidelines for the grouping of the collected data in this work. The data and the respective findings according to the following areas of interest are:

1. Economics
2. Politics
3. Science and Technology
4. Leisure
5. Social Life

Previous Research and the Borrowing Phenomena

There is a general lack of any systematic studies of English borrowings in the Brazilian Portuguese language. A considerable amount of research has been done in regard to the Arabic, French and Latin influences. CÂMARA, MELLO and LESSA refer only sparingly to the borrowing phenomena and in a very general sense. A recent book, Futebol - fenômeno lingüístico by M.C.L.O. FERNÁNDEZ provides a more scientific insight into the borrowing process in the language of soccer in Brazil. BORGE'S Influência anglo - americana no falar da ilha de S. Miguel (Açores) is a very valuable contribution in this field, although it is a study of a somewhat restricted group, e.g. immigrant workers from the U.S. and the linguistic impact of this contact on the native population of the Azores. FIGUEIREDO'S Os Estrangeirismos contains a list of the most current foreign words and expressions in the Portuguese language by the turn of this century. This work must be the result of research conducted prior to the dated forewords to both volumes, 1902 and 1912. It also lacks a linguistic basis and is somewhat obscured by the author's personal remarks. Another major work in this field is a dictionary, Dicionário de Estrangeirismos, compiled by GONÇALVES, but its linguistic value is somewhat questionable due to the author's personal comments about the borrowed items without any scientific argumentation. The author himself remarks in a short foreword on the front jacket of this dictionary that it is not the result of scientific investigation. In 1961 HAMPEJS²³ published an article Para o estudo da linguagem da imprensa brasileira contemporânea,

which contains several pages dedicated to the problem of borrowings in Brazilian press language. BOLEO'S O problema da importação de palavras e estudo dos estrangeirismos (em especial dos francesismos) em português was not available at the time of this investigation. A very valuable source is the Dicionário Etimológico de Língua Portuguesa (DELP) compiled by NASCENTES at the beginning of this century. This dictionary contains an extensive introductory part where various sources for the Portuguese vocabulary are listed. A reference to anglicisms in the Portuguese language is found under the heading "Elementos germânicos". The borrowing of anglicisms in Portuguese is attributed either to direct contact or via French which is called "o país de trânsito", and means 'the land of transition'.

All theoretical considerations were mainly based on the findings in HAUGEN'S The Ecology of Language with its classical article on the analysis of linguistic borrowing which was first published in Language in 1950; WEINREICH'S Languages in Contact, still a standard work in this field, which gives an insight into mechanisms and structural causes of all kinds of interference and language contacts; DEROY'S L'Emprunt Linguistique with some fresh views of the borrowing process and criteria for the detection and study of borrowings in the French language; JESPERSEN'S general theory of loan-words in his book Language, its Nature, Development and Origin; MØLLER'S Zur Methodik der Fremdwortkunde published in 1933 and still an important reference work. The views of the borrowing process were also consulted in the works of BLOOMFIELD, SHEARD, LEHMANN, LANGACKER, BOLINGER, BARBER, FOSTER, HOCKETT, and ROBERTSON.

MENCKEN and MARCKWARDT give us a detailed description of the borrowing process in American English. Valuable information was also found in some German language sources written by THIERFELDER, THIEL, POLENZ, WEISGERBER, LEOPOLD, ZINDLER, PAUL, CARSTENSEN, GALINSKY, URBANOVÁ, ZIEGELSCHMID and SCHOENFELDER, among others. Their articles and investigations concern mainly the influence of English on German, especially after World War II. Nevertheless they give an insight into the borrowing process in the German Language, some theoretical assumptions and general considerations as to the methodological approach in this field.

NESKE'S Dictionary of English and American Expressions in German contains 3,000 of them and has a very valuable introduction dealing with the theoretical part and a very complete bibliography. A number of other dictionaries were used for cross-checking purposes, among which WEBSTER'S New World Dictionary, BARNHART'S A Dictionary of New English, and Pequeno Dicionário da Língua Portuguesa which contains an appendix with the most frequently used foreign words and expressions, together with an attempt to show their approximate pronunciation.

CHAPTER II

THE BORROWING PROCESS

Linguistic Borrowing

Borrowing is one of the most important influences on speech as a means of communication. Since communication and language contact among individuals is associated with certain cultural patterns, linguistic borrowing cannot be separated from its cultural aspects. WEINREICH⁵⁴ (p.5) thinks that there are certain parallels in the two domains, although the relation between the two has not been properly defined so far.

Borrowing can account for many changes in any particular language, especially in its vocabulary. The vocabulary of a language is an excellent domain for borrowing. WEINREICH⁵⁴ (p.56) states that the need to designate new things, persons and places is a universal cause of lexical innovation. BOLINGER⁵ (p.91) says that: "loan words from a foreign language usually ride in on a wave of cultural diffusion". If there are no equivalents for the new products, assembling instructions, and service manuals in the recipient language, such equivalents must be adopted. This also applies to new religious, political or philosophical concepts that are too difficult to be translated. According to PAUL⁴⁰ (p.393) a strong cultural influence is almost always linked with increased

imports of foreign words.

When new vocabulary items are introduced into a language, they usually undergo a number of changes which can give valuable information and help draw certain conclusions in the interrelation of dialects, languages, or dialect and language. An examination of the relative percentages of borrowings in the past, may reveal interesting facts in regard to the vocabulary of given language. An analysis of one thousand most frequently used words in Modern English can be found in ROBERTSON⁴⁵ (p.155). Future developments in the lexical systems of various languages can be predicted through careful studies of more recent borrowings.

All linguistic features can be borrowed, but some patterns are more likely to be borrowed than others. First come the nouns, than other parts of speech, then suffixes and prefixes, inflections, and finally sounds. HAUGEN²⁴ (p.97) states that there appears to be a distribution of borrowings along a scale of adoptability, which has a correlation to the structural organization of the recipient language.

BLOOMFIELD⁴ (p.444) distinguishes between two types of borrowing: dialect and cultural. In dialect borrowing the borrowed features come from within the same speech area. In cultural borrowing the borrowed features come from a different language or languages. BARBER² (p.145) holds the same view and states that the most common borrowings are found in dialects. Language borrowing occurs especially in bilingual situations. Dialect borrowing accounts for the rise of some

great 'standard' languages, such as English. Details are unfortunately not known for lack of written sources in most cases, but ultimately a dialect that later became a 'standard' language must have borrowed widely.

The Process of Borrowing

HAUGEN²⁴ (p.81) defines the borrowing process as "the attempted reproduction in one language of patterns previously found in another". Borrowing requires a source where the feature to be borrowed by another language or languages occurs. HOCKETT²⁵ calls this source the donor. CARSTENSEN¹⁰ refers to it as source language or model language. HOCKETT²⁵ refers to the feature which is imitated as the model. According to HOCKETT²⁵, the language that acquires the model is the borrowing language. CARSTENSEN¹⁰ calls it the recipient language or replica language. The newly imported word may either pass into more or less general use and then be transmitted to future generations, establishing its place in the lexical system of the borrowing language, or, after a period of transition die or disappear. If the innovation survives and spreads to other speakers, then it becomes a borrowing, or loan. Borrowing may occur in direct contact, or in an indirect contact, such as reading.

I shall henceforth refer to the source language or model language as the donor language (DL) and to the borrowing language as the receiving or recipient language (RL). Unless otherwise stated the donor language is English and the recipient language is the Portuguese language of Brazil. No distin-

ction will be made in this work between British and American English as the source language. It is difficult to make such a distinction and sometimes even impossible. BUNGERT⁷ refers to extralinguistic features in his analysis of English borrowings in German and draws the conclusion that the majority of these features are of American origin rather than English. The same opinion is shared by other linguists such as CARSTENSEN, GALINSKY¹⁰ and ZINDLER⁵⁵.

The Donor Language

Despite certain words acquired during the first five centuries of the Anglo-Saxon settlement in Britain, the Old English vocabulary was basically Germanic. Foreign contribution came from Greek, Latin and French. Contributions from other languages are really insignificant, except for Scandinavian. JESPERSEN²⁶ (p.140) states that "only Scandinavian, French and Latin have left a mark on English deep enough to modify its character and to change its structure".

Sometimes it is very difficult to determine the immediate sources of borrowing. Greek words, for example, entered English in their Latinized forms and Latin words via French. The first great influence of Latin was felt during the Christianization period of the island. Later borrowings from Latin as the language of learning were mainly due to the translation of the Bible. During the revival of Classical learning in the sixteenth century there was another invasion of Latin borrowings. Most of the borrowing in the fields of technology and science come directly from Latin. Latin and Greek form

the basis for new coinages and innovations.

French influence was felt mainly after the Norman Conquest. Most loan words of that time were either of Norman French origin or Central French origin. This accounts for double borrowings, or doublets. The recent borrowings of English from French as cultural loans are largely in the sphere of women's clothes, cosmetics and luxuries.

Trade names, terms of the cloth-making industry, and especially nautical terms come from Dutch. According to JESPERSEN²⁶ there are relatively few German loan words in English. Most German loan words have something to do with eating or drinking habits. There are also some philosophical and scientific terms of German origin. Acquisition from the period of World War II is important, but the survival of the acquired lexical elements is doubtful.

The colonial expansion of the last 300 years brought English into contact with many languages all over the world. The need to designate new things and places resulted in new borrowings. A very interesting case is the contact of the English language with American Indian languages and cultures. American English reflects also the contact with other non-English cultures and languages, such as French and Spanish. The coming of new colonists from Europe and many other parts of the world brought American English into contact with their respective cultures and languages and created a kind of linguistic melting pot as MARCKWARDT³² (p.58) calls it. MENCKEN³⁴ (p.313) states that: "Next to Spanish, German has probably made

the heaviest donations to the American vocabulary".

As languages according to FOSTER²⁰ (p.13) "do not exist in a vacuum but are powerfully affected by social, political, economic, religious and technical change", it is not surprising that new words and expressions must be acquired either by borrowing or creating new lexical items to cope with the complexities of the modern world. English is no exception. BARNHART et al.³ collected about 5,000 new entries which have been selected from over a million quotations and cover terms, meanings and acronyms which have become part of the vocabulary of the English-speaking world during the period 1963-1972. Among these entries there are such items as feedback, jazz-rock, jumbo, jet-set, kart, rock, soul (rock, music), unisex and many others which have found their way into other languages, including the Portuguese language of Brazil, the RL under investigation in this paper.

The Recipient Language

In spreading over the conquered territories of the Roman Empire, the Latin language underwent many different linguistic changes in many parts of this area, producing in the end divergent speech-communities with their peculiar Romance dialects which eventually became large national languages.

The Portuguese language is the end product of the Romance dialect spoken in the western part of the Iberian Peninsula. ENTWISTLE¹³ (p.291) states that: "In their earliest stages Galician and Portuguese were one language of a markedly Ibero-

Romance character". Starting with the 8th century A.D., the Iberian Peninsula was almost completely occupied by the Arabic-speaking Moors. This occupation lasted for more than 700 years and during this time there was much contact between Spanish and Arabic. The speakers of Galician in the northwestern part of the Peninsula managed to save their language and eventually displaced the Mozarabic spoken by those who were living under Moorish domination in the south. Thus Portuguese elements from the northwest mixed with Mozarabic elements in the south. This fact explains the large number of words of Arabic origin in the vocabulary of the Portuguese language. NASCENTES³⁶ counted 609 lexical items of Arabic origin.

The 15th century marks a further expansion of the Portuguese language along with the long sea voyages of discovery and the establishing of Portuguese colonies and trading posts in many parts of the world. New language contacts resulted in additional acquisitions of new lexical items. The Portuguese language of Brazil (BP), for example, has been further enriched in its vocabulary by a number of native South American languages, denoting native plants, animals, foods, customs, and above all, topographical names. It also contains a number of words of African origin imported by slaves and their subsequent contacts and mixing with the local population. A similar situation is also found in the development of the English language on the North American continent.

The enrichment of the vocabulary of Portuguese in the following centuries is marked by Greek and Latin lexical imports. COUTINHO¹¹(p.176) considers these imports as part of the natural

process of borrowing: "não podia o português restringir-se unicamente ao vocabulário que lhe fôra transmitido pelo latim, mas teve necessidade de ampliá-lo para acompanhar o progresso...."* Contact with other languages, especially starting with the 16th century, resulted in borrowing many foreign words. The French influence was so strong by the end of the 18th century that it provoked a revolt by purists against such an excessive invasion of galicisms. LESSA³¹(p.111) also notes similar "purifying" actions in regard to other foreign borrowings. Nevertheless such actions did not impede the borrowing of new words from foreign sources as it is part of a natural phenomena in all living languages. FALANQUE¹⁶(p.85) in his study of contemporary press language in Goiás quotes LAPA** who states that the adoption of foreign lexical elements is a natural law and adds: "A língua, especialmente o vocabulário, só tem a lucrar com isso".*** NASCENTES³⁶ shows in his study of the distribution of the lexical items in accordance with their origin, the following numbers in the five largest groups: 657 lexical items of French origin, 609 of Arabic origin, 400 of Spanish origin, 383 of Italian origin and 164 of English origin. English ranks fifth in his listing of foreign borrowings.

*"n.t." The Portuguese language couldn't restrict its vocabulary to that of Latin origin alone, but had to enrich it in order to accompany the progress....

**LAPA,R.M. Estilística da Língua Portuguesa. Rio de Janeiro, Acadêmica, 1970, p.39.

***"n.t." The language, especially its vocabulary, can only gain with it.

FIGUEIREDO¹⁹ collected a total of 806 borrowed elements, divided into 5 parts according to their origins: galicisms, anglicisms, germanisms, italianisms and Latin phrases and terms. There are only 45 anglicisms, or 5,6% of the total. A number of additional items can be found in FIGUEIREDO'S¹⁸ second volume. COUTINHO¹¹ (p.216) lists 44 borrowings from English, most of which are different from FIGUEIREDO, especially in spelling. GONÇALVES²² lists 268 anglicisms in his dictionary, including such words as blitzkrieg, bikini, iceberg and Kinder-garten. This list can hardly be considered a reliable source for a lack of a scientific approach in its compilation.

Conditions for Borrowing

The basic condition for borrowing is the fact that the speaker of one language must understand the particular utterance produced in another language. This particular utterance, either in its spoken or written form, is the model. Secondly, the speaker of one language must have some motive for borrowing a particular model. HOCKETT²⁵ (p.402) states two motives, prestige and need-filling.

The Prestige Motive

People usually try to equal those whom they admire, in speech and in other respects. According to HOCKETT²⁵ (p.404):

European immigrants to the U.S. introduced many English expressions into their speech...partly because English is the important language of the country. Upper and middle-class Englishmen, in the days after the Norman Conquest, learned French and used French expressions

in their English because French was the language of the new rulers of the country.

It is equally true - although not always - that immigrant minorities conform with the majority. This fact is usually associated with social conditions of immigrants in their new surroundings. BLOOMFIELD⁴(p.345) says that: "All this shows that the spread of linguistic features depends upon social conditions. The factors in this respect are doubtless the density of communication and the relative prestige of different social groups".

Bilingual situations are usually the result of invasions and conquests. When speakers of two different languages live in a bilingual area there is one language that is dominant or the upper language. The other language is lower. Although one of the languages may disappear after a certain period of time, the prestige factor usually leads to extensive borrowing from the dominant language into the lower. Borrowing in the other direction is more restricted.

BLOOMFIELD⁴(p.461) makes a distinction between ordinary cultural borrowing and intimate borrowing which occurs when two languages are spoken in what is topographically and politically a single community.

The Need-Filling Motive

New Experiences, new objects and practices, bring new words into a language and fill gaps in the recipient language.

A typical situation would be that of the settlers in a new country. In America, Indian names of lakes, rivers, and other Indian settlements became by transfer the names of cities and states (Mississippi, Massachusetts, Milwaukee, Michigan, Wisconsin, Chicago, Illinois, etc.). Canada is also a very good example where such names of Indian origin as Manitoba, Winnipeg, Saskatoon, Saskatchewan, etc. can be found. The same situation is also found in Brazil, where such names as Iguaçú, Paraná, Umuarama, Curitiba, etc. are common features in the language of the country.

Types of Loans

Contact with other nations and their languages leads to borrowing and the newly imported word may pass into more or less general use and then be transmitted to future generations establishing its place in the lexical system of the recipient language. Some borrowings may even die or just disappear after a period of transition. If the innovation survives, then it becomes a borrowing, or loan. JESPERSEN²⁷ (p.208) states that: "No language is entirely free from borrowed words, because no nation has ever been completely isolated".

The reasons for lexical borrowing are manifold and are mainly due to the prestige and need-filling motives. Very often the reason for borrowing new lexical items can be the question of translatability and JESPERSEN²⁷ (p.210) makes translators responsible: "for the great majority of these intrusive words, which might have been avoided by a resort to native composition or derivation...". The same author further

distinguishes between direct borrowings and indirect borrowings or loan translations. WEINREICH⁵⁴ (p.59) refers to bilingual speakers and situations in his classical study of languages in contact and lexical interference, and says that: "the unilingual depends, in replenishing his vocabulary, on indigenous lexical material and whatever loan words may happen to be transmitted to him".

The present analysis of borrowings deals mainly with unilingual readers of the previously mentioned source materials in a unilingual situation only in contact with the cultural, political, technical and economical domain of English as the DL. The scattered knowledge of English on the part of the majority of the reading public can hardly be considered as a bilingual situation. Nevertheless, the fact that most high schools in Brazil require their students to study English during a period of two to three and sometimes even four years, along with the fact that thousands of students prepare for their entrance examinations to the universities by choosing English in their Foreign Language Tests, and the ever increasing numbers of students studying English in cultural and other language institutes, should not be overlooked. The influence of the cultural domain from English-speaking countries is revealed in the field of fashion, television, radio, sports, foods, music, theater and social life in general. This will become quite evident in the study and analysis of the collected data.

One of the most difficult tasks is to establish criteria which might reveal foreign loans in a given language. HAUGEN²⁴

(p.103) states that there are some formal characteristics which reveal the fact that certain words are aliens in the system of the recipient language and referring to STENE'S* list of English loanwords in modern Norwegian lists the following characteristics: foreign spelling in the domain of orthography; pronunciation; correspondence between spelling and pronunciation; accent; morphology; wordformation; and meaning. All of these characteristics are applicable to loanwords in other languages as well. HAUGEN²⁴ further considers three main types of loans: loanwords, loanblends and loanshifts (including loantranslations and semantic loans). JESPERSEN²⁷ follows approximately the same classification, considering three different categories of loanwords which shall be discussed here under the proper heading. WEINREICH⁵⁴ adds loancreations to this list. CARSTENSEN¹⁰ and ZINDLER⁵⁵ further extend these lists to include a number of sub-categories, especially in the domain of semantics.

DEROY¹² proposes the following criteria for the identification and study of borrowings: historical, phonetical, morphological and semantical. The historical criteria is mostly an etymological process which is not the object of the present analysis. These criteria are more applicable to the diachronic study of borrowings, although the last three are also valid in a synchronic analysis of recent borrowings in a language.

*STENE, A. English loan-words in Modern Norwegian. London & Oslo, 1945.

Loanwords

Loanwords are the new forms in the recipient language, when the donor's word is adopted along with the object or practice it refers to. The acquisition of such loans may bring about a lexical change because of difficulties in pronunciation. LANGACKER²⁸ (p.177) points out that changes in the syntax and phonology of a language are also possible, but are relatively rare. Some loanwords may remain as 'exotic intruders' in their original form in certain cases, in other cases they may or may not be assimilated phonically or grammatically, partially or totally.

JESPERSEN²⁷ considers three categories of such loanwords:

- A) If a special thing or product is not being produced in a country that wants to have it, both the product and its name are acquired.
- B) If a "previously unknown plant or animal is made known through some foreign nation" (p.209), both the idea (and the thing in certain cases) and its name are acquired by one or more recipient languages.

Such borrowing may sometimes occur via another language. BOLINGER⁵ (p.90) illustrates this fact with some words of North American Indian origin found in the English language and points out that they "were often taken from French or Spanish, which had borrowed them first".

C) The third kind shows cultural superiority in specific spheres of activities, ideas or knowledge which are taken over by one or more languages. JESPERSEN²⁷ (p.209) says that: "the most comprehensive groups of this kind are those French, Latin and Greek words that have flooded the whole Western civilization from the Middle Ages and the Renaissance...".

ZINDLER⁵⁵ divides loan words into outer loans ("äusseres Lehngut") and inner loans ("inneres Lehngut"). According to the same author there are three classes of loans: Simple ones (Simplicia), Compounds (Komposita), and more complex loans such as Phrases and Sentences. Further aspects of change of these classes of loanwords, such as gender, graphical variation, degrees of penetration and assimilation will be discussed elsewhere.

During the period of importation, the shape of an incoming word is frequently subject to variation in the different ways of pronouncing it. Such modification is called adaptation. The whole process of adaptation reminds one of the process of naturalization. The phonic integration of words borrowed in their written forms sometimes starts with the change of the spelling of the borrowed word.

Loanblends

A loanblend is the result of a process when the borrower imports part of the new model and then replaces part of it by

something already known or common in his own language. The result can be a kind of hybrid word. Sometimes it is very difficult to see if a hybrid word is the result of loanblending at the time of borrowing or the result of later processes such as coinage. Such new coinages stimulated by the need to match peculiar features available in a language in contact would become loan creations.

Loan-transits

Some words borrowed due to certain external conditions remain only a limited period in the recipient language and are usually found in highly specialized literature. They do not penetrate to larger masses of the reading public in the recipient language and are mainly due to faulty translations. Their survival as a borrowing is questionable. The Second World War, for example, has produced large numbers of such loans and only very few of them seem to be of a more lasting nature. The author of this paper has recently conducted a research of three different paperback books of BALLANTINE'S ILLUSTRATED HISTORY OF WORLD WAR II* published originally in English and then translated into Portuguese, and found 53 lexical items of German origin left untranslated, among which such items as Afrika Korps, Armeegruppe, bodenstaendige units,

*The following titles were investigated: Panzer Division - the mailed fist (K.J. Macksey), Waffen SS - the Asphalt Soldiers (John Keegan) and Barbarossa - Invasion of Russia 1941 (John Keegan) - Ballantine Books Inc., New York, 1968, 1970 and 1968 respectively.

(the) Führer, Gestapo, (the) Kaiser's infantry, Leibstandarte, Luftflotte, Luftwaffe, putsch, Reich, Stuka, Volksgenadiere, Waffen-SS, Wehrmacht, and many others. The word panzer, for example, was used in variety of combinations, such as panzer officer, formation, battle, force, strength, corps, Army, leader, group. With very few exception the 'status' of these items as loanwords is indeed highly questionable.

Loan-translations and Loan-renditions

Sometimes the borrower in the recipient language may build a parallel from out of his own linguistic material. The result of this is a loan-translation. Loan-translations are sometimes called calques as they are known in French. Loan-translations can be considered as translations of individual morphemes of the DL into their nearest equivalents in the RL. The English word 'skyscraper' may serve as an example of a contact model which has been translated into Portuguese as 'arranha-céu'.

Loan-rendition is a special form of this phenomena, when instead of translating literally the morphemes in the DL, only approximate equivalents in the recipient language are given. Thus the German word 'Wolkenkratzer' is actually a 'cloud scratcher'.

According to HAUGEN²⁴, loan-translations and semantic loans, which are closely related to loan-translations, and where only a meaning with no structural elements whatever has been imported, belong to the group of loanshifts.

Loanshifts

If the borrower does not accept the donor's words along with their new cultural items, then there are loanshifts. Such borrowings sometimes account for semantic changes as well. Loanshifts occur most readily when there is both phonetic and semantic similarity between foreign and native terms. HAUGEN²⁴ (p.85) states that: "loanshifts show morphemic substitution without importation. These include what are usually called 'loan translations' and 'semantic loans'; the term 'shift' is suggested because they appear in the borrowing language only as functional shifts of native morphemes".

The Impact of Borrowing on a Language

LANGACKER²⁸ (p.176) states that: "Borrowing is a very common linguistic phenomenon" and that "languages differ radically, however, with respect to the proportion of lexical items in their vocabularies that can be attributed to borrowing." The extreme result of borrowing would be the appearance of new languages, pidgins and creoles. The Albanian language, for example, retains very few original stems and is packed with loans from Latin, Greek, Slavic and Turkish so that some linguists like LEHMANN²⁹ (p.24) say that: "its origins are difficult to determine". The English language, however, in spite of its heavy load of French and other loans, has remained essentially an Anglo-Saxon tongue with an Anglo-Saxon grammar. The loans in English reflect its growth and expansion. This fact is not restricted to the English language alone, for the enrichment and growth of the vocabulary of most languages reflect

their respective growths and expansions from the cultural, historical, economical, political and scientific points of view.

The German language, which has borrowed heavily from English especially after 1945, still retains its original structure and has not become a mixed tongue. LEOPOLD³⁰ (p.2) comments on this fact and states that: "the structure of the German language is not in danger, but its surface aspect is strongly affected." It is difficult to see to what extent lexical borrowings have penetrated the larger masses of speakers in a recipient language, although in the case of German, LEOPOLD³⁰ (p.4) says that even smaller towns are exposed to foreign influence although not all current loans are common among their inhabitants. THIERFELDER⁴⁹ (p.11) points out that urban population is more liable to the spread and absorption of foreign lexical influences. LEOPOLD³⁰ (p.5) also states that language use differs between teen-agers and adults. The average speaker of German is hardly familiar with most of the recent lexical innovations and NESKE³⁷ (p.12) refers to CARSTENSEN who says that although the use of loans in the press language is extremely intensive, the average speaker uses them very seldom ("Ausserst spärlich"). The reason for using German source materials for theoretical background studies and examples of the borrowing process is due to the existence and availability of extensive research regarding loans in this language and is further supported by SAPIR⁴⁶ (p.196) who says that: "The psychological contrast between English and German as regards the treatment of foreign material is a contrast that may be studied in all parts of the world".

The founding of societies for the 'purification' of languages has not achieved the desired effects in the attempt to stop the natural flow of foreign lexical imports. The fight against galicisms in the Portuguese language is pointed out by MELO³³ (p.250)

Justo é que se guarde a pureza do idioma, justo que se mostre a riqueza da nossa língua e que se ponha a nu a pedanteira ou a ignorância dos veiculadores de galicisms desnecessários ou tólos. Mas é preciso ter medida, reconhecer que o empréstimo é fenómeno normal em toda língua viva, curvar-se diante do fato e, sobretudo, não deixar influir antipatias e gostos pessoais no julgamento. Porque puristas há por aí que se irritam sobremaneira com os galicisms, sempre intoleráveis, que têm tal aversão às francesias que as querem de qualquer modo substituir, ainda que seja por um espanholismo ou por grotescas vozes manipuladas com elementos gregos ou latinos.*

The founding of a society called Der Allgemeine Deutsche Sprachverein in 1885 did not prevent the German language from future imports of 'impurities' into its vocabulary. Similar 'hostilities' against foreign lexical imports are also common in many other languages. In the weekly news magazine Time of November 23, 1970, (p.28) I found that: "in France, the late Charles de Gaulle made every effort to rid the language of

*"n.t." It is fair to care about the purity of the language, to show the amplitude of our language and to expose the pedantry and ignorance of those who use unnecessary and ridiculous gallicisms. But it is also necessary to admit that borrowing is a normal phenomena in all living languages, accept this fact, and above all avoid being influenced by antipathy and personal preferences. There are purists who become irritated with never tolerated gallicisms and show such an aversion to French borrowings that they try to replace them at all costs, even if by means of Spanish borrowings or other grotesque innovations made of Greek and Latin elements.

franglais expressions, with only mixed success". GEBHARDT²¹ (p.89) finds in his research sources 1,254 English loans (both British English and American English) in the French language, out of which 444 in the 19th century and 578 in the 20th century. These are closely followed by 1,077 Italian loans and others in less impressive numbers. DEROY¹² (p.167) refers to the French purists and says,

Les purists français qui sont le plus hostiles aux anglicismes modernes, reconnaissent pourtant que, dans certains cas, l'emprunt comble une véritable lacune s'il remplace une périphrase gauche et lourde et si son aspect n'est pas chocant dans notre langue.*

EWEST¹⁵ (p.282) also criticizes the patriotic efforts of purists in their attempt to hold the influx of borrowings and says: "the language will of its own accord make the necessary adjustment and discard in the long run what is superfluous; except in very favourable circumstances...the same may be said of borrowings which are dictated by personal caprice or mere affection". In regard to the ever-increasing numbers of English loans in modern French, LANGACKER²⁸ (p.179) says that: "it is hard to see why such a natural phenomenon as lexical borrowing should be considered alarming".

*"n.t." The French purists who are very hostile to modern anglicisms, realize however that in certain cases the loan fills a real blank if it replaces distorted and inconvenient paraphrases and if its characteristics are not shocking in our language.

The present analysis of more recent borrowings in the Brazilian press language of the previously selected sources will throw light on the types of borrowings and spheres of activities they belong to, how frequently they occur and what graphical, phonological, morphological, syntactical and semantic characteristics they have, and what tendencies are revealed for future penetration and assimilation. Thus a better insight might be gained into the problems in language contacts and the resulting changes, and whether the recipient language in this study is likely to become a mixed language and change its character.

CHAPTER III

DATA COLLECTION - LISTING AND ANALYSIS

Data Collection Notes

In the process of skimming through hundreds of printed pages in the source material some less apparent loans might have been overlooked. A couple of lines or paragraphs might have been incidentally omitted in the course of this investigation. Such omission, however, is of no relevance. I cannot claim, however, to have recorded every single possible loan, although an effort was made to be as careful as possible in the detection of borrowed material.

The findings were recorded on separate sheets arranged according to the respective area, together with source indicators for future reference. Following this data collection, I proceeded with an alphabetical arrangement of these items for the sake of clarity and a more orderly listing. My next step was to determine the respective types of the recorded borrowings and their frequency of occurrence with the help of some supplementary sources. These findings were recorded under a special heading for each area. A series of necessary comments and conclusions in regard to the findings and in accordance with the borrowing matrix in each area are part of my final analysis.

Some introductory remarks are necessary to make the reading of the collected data and the respective comments easier and more meaningful. All collected items are listed as they appear in the source material even with obviously mistaken spelling. It is difficult to determine with precision how obviously certain obvious items can be treated. For example, in "Visão", vol. 29, two forms of the word dopping appear: dopping in number 17, page 28, and doping in number 20, page 68. It is doubtful whether it is the case of a simple printing mistake or an attempt at graphic assimilation, as further graphic inconsistency in other area findings and sources is also evident.

All material that does not appear in italics or between inverted commas bears the label "no italics" shortened to (n.it.). Some other items that appear in headings (shortened to h) and as picture captions (shortened to p.c.) in a different type bear the label "special print" shortened to (sp.p.). Some items are preceded by Portuguese words or phrases between brackets, as in the case of (episódio) Watergate, or (escândalo) Lockheed, which also appear in the source material. Such complementation has an explanatory character. In certain cases additional complementary elements were included (art, tennis, literature, naut. short for 'nautical term', etc.) to make the reading of certain entries more meaningful. Sometimes certain items are followed by an expression or word in brackets as found in the source material, e.g. show (de democracia) (m), 8-50. This complementation was given in order to show the relation of the collected item to its lexical and semantic environment. Obviously the word show in the given example may be

found in the magazine "Visão", vol.49 (as it belongs to source B data), number 8, page 50, is of masculine gender (m) and has a metaphorical connotation in the area of politics. References to gender are only given when they were evident from the general text where they appeared and are marked (m) for masculine and (f) for feminine in accordance with the two-gender markers in the RL. the problem of gender transfer and new gender acquisition is discussed separately. Such entries as (v) for verbs and (adj.) for adjectives were only given when evidence of the respective classes was found in the text or form. Abbreviation sign (abr.) was given in the case of abbreviated elements, e.g. Met (m)(abr. Metropolitan), 16-32. The use of (s) in brackets indicates that the entry was found in both the singular and the plural forms and the (s) form is the only recorded plural form. A main entry that appears in brackets shows that it also appeared in brackets in the source material, e.g. (budget), 9-102. For item listings I decided to adopt the following sequence as the final source indicator: name of source, volume, number, page, e.g. Vi, 29, 1-28 (Vi="Visão", volume: 29, number 1, page 28). If the same entry can be found in other issues, there is a slant line separating these issues and the respective pages: Vi, 29, 1-28/8-2, which means that the same entry appears also in issue 8, page 2 of the same volume. Consecutive appearances on different pages are separated by commas: Vi, 29, 1-28/8-2/15-12,26,33.

In Source A Data List there is a list of all the items found in volume 49 of the news magazine "Visão". For the sake of simplification the volume indicator was omitted as all entries in this list belong to the same volume. All entries are

listed alphabetically with the respective source indicators. Thus an entry like experts' (m) 2-56/9-146 shows clearly that it appeared in italics in the original source material; it was also possible to see that the gender was masculine (m); the same entry was found twice, e.g. once in number two, page 56, and then again in number 9, page 146. Frequencies were only recorded if the same item appeared on different pages or in different articles. Source B Data List contains all items found in volume 29 of the news magazine "Visão". Thus Source A Data List is completed with the entries in Source B Data List.

Reference indicators in the commentary are slightly different as they include volume indicators, e.g. iceberg Vi 29, 24-24. Such an entry tells us that the entry iceberg appears in italics in volume 29 of the news magazine "Visão", in number 24 and on page 24. Other sources which have no volume indicators but only issue numbers, have the following sequence: Ve 432 (76)-81. This indicator shows that the entry was found in the news magazine "Veja", number 432 published in 1976 (76), page 81. Entries found in newspapers have date indicators following the issue number, e.g. GP 58, 22.334 (15.07.77)-14, which shows that the entry was found in the newspaper "Gazeta do Povo", volume 58, number 22.334, dated 15.07.77, page 14.

Special Cases

Certain items are placed under a special heading, "Special Cases", as it was relatively difficult to establish their loanword status. Most of these items are acronyms and refer to the names of aircraft, armaments, government and other

institutions, e.g. B-52, NASA, FBI, etc. Proper names were generally avoided, unless used in a very common or otherwise peculiar and untranslatable way, suggesting not merely names but nominal references to complex concepts, ideas or products. This would be the case of such words as Diesel, used in reference to engines, e.g. "motores Diesel"; Rolls-Royce (RR), and others.

Many doubtful cases that cannot be clearly defined will remain. The press language in Brazil uses ONU (Organização das Nações Unidas) for UN (United Nations) (Organization), but UNESCO and UNICEF are retained in their original form. A number of extralinguistic factors, such as the novelty of using more exotic forms for the lesser known things or ideas, and the desire to be simple, precise and concise in the daily language of communication are probably some of the factors that determine such uses.

The names of some highly specialized aircraft models, e.g. B-52, MIG, Messerschmitt, etc. can hardly be considered as true loans. Their popularity varies according with worldwide political and economical events and it is highly improbable that they penetrate larger masses of the reading public. Nevertheless some of these aircraft models have become so popular and so integrated the daily speech habits of the speakers in the recipient language that they may be considered as part of the vocabulary system of the RL. A good example would be DC-3, the old workhorse of most Brazilian airlines in the 50's and 60's and which consequently has become a symbol and a word in the RL. More recently the Boeing jet planes of the Brazilian

airlines have become so popular that the press language refers to them as 'os Boeings' e 'os Jumbos' and such references are also heard in news broadcasts. I conclude that some names and acronyms are here to stay and must be dealt with accordingly.

Word-formation

Word-formation is an important factor in the analysis of the DL entries of loanwords. According to QUIRK et al.⁴⁴ (p.978) there are three chief processes of English word-formation: (1) Affixation - the adding of either a prefix or a suffix to the base; (2) Conversion; and (3) Compounding. QUIRK also adds that the majority of prefixes in the English language are of Latin, Greek, or French origin. Clipping, blending and the formation of acronyms are also important word-formation processes and shall be pointed out whenever necessary in my commentary and analysis. PYLES⁴³ (p.181) states that the word-stock of American English increases very rapidly and in regard to acronyms he says: "there has probably never been such fertile creation and wide use of acronyms as at present".

Checking Procedures

A number of doubtful items were checked in the following dictionaries to determine their respective status and to see if they comply with the purpose of this investigation: EVANS,¹⁴ BARNHART,³ NASCENTES,³⁶ NESKE,³⁷ WEBSTER,⁵³ NOVO MICHAELIS³⁸ (shortened to NM) and Pequeno Dicionário Brasileiro da Língua Portuguesa Ilustrado⁴² (shortened to PDLP). For the purpose of

clarification of certain grammatical terms and categories I have consulted QUIRK'S A Grammar of Contemporary English.⁴⁴

Arrangement of Findings

My findings will be arranged according to the preestablished matrix for the detection and analysis of loans. It is very difficult to draw a dividing line between a foreign word in the RL and a loan word as such. Nevertheless an attempt will be made to classify the collected borrowings according to their degree of penetration and the proposed loan type distribution. A word of caution is necessary, as some overlapping is virtually impossible to avoid. DEROY¹² (p.224) states that it is impossible to trace a precise limit between foreign lexical imports and loans, "les mots sentis comme étrangers et en quelque sorte cités (les Fremdwörter des linguistes allemands) et les emprunts proprement dits ou mots tout à fait naturalisés (les Lehnwörter)".

A certain amount of overlapping may also occur in the distinction between loanwords and loantransits, as the word transit itself suggests, either such items disappear or become true loanwords. But even in the case of partial or total assimilation they still remain additions of foreign elements in the RL, independently of the type of loan group they belong to. CARSTENSEN⁹ states in his discussion of semantic problems of English loanwords in German that a great number of English loans in the German language have only a visitor's status and there is no certainty that they will ever become firmly naturalized.

In the consideration of lexical loans, I have provided a space for nouns, verbs and adjectives, but it will be seen that nouns are by far more common occurrences and as DEROY¹² (p.339) states: ... "les éléments du lexique, ce sont naturellement les substantifs qui passent avec le plus d'aisance d'une langue à l'autre".

In regard to graphic variation I find that the so called foreign elements or as DEROY¹² (p.232) refers to them 'pérégrinismes' or 'xénismes', theoretically tend to retain their foreign orthography, whereas loans tend to adapt themselves to the articulatory and graphic system of the recipient language. This variation and distinction will become more obvious in the following analysis.

The adaptation and modification of borrowed material will be considered under the following subheadings: (1) phonological adaptation, (2) morphological adaptation, (3) semantic modification and (4) other peculiarities of the borrowing process, such as double borrowing, coexistence of borrowed and native material, clippings and acronyms.

MATRIX FOR THE DETECTION AND ANALYSIS OF LOAN WORDS

I. TYPES OF LOANS

- A. Loanwords
- B. Loantransits
- C. Loanblends
- D. Loanshifts, loantranslations, loancreations
and semantic borrowing

II. LEXICAL AND GRAMMATICAL LOANS

- A. Lexical Borrowing (nouns, verbs, adjectives, etc.)
- B. Grammatical Borrowing (affixation, etc.)
- C. Categories: (1) Simple
 - (2) Compound
 - (3) Complex (phrases, sentences, etc.)

III. ADAPTATION AND MODIFICATION OF BORROWINGS

- A. Phonological Adaptation
 - 1.1 Supression and omission
 - 1.2 Substitution
 - 1.3 Addition
 - 1.4 Accent shift
- B. Morphological Adaptation
 - 2.1 Suffix and Prefix addition
 - 2.2 Flexional changes
 - 2.3 Gender changes
 - 2.4 Others
- C. Semantic Modification
 - 3.1 Adaptation of meaning
 - 3.2 Simplification of meaning
 - 3.3 Adaptation of proper names, places, animals etc.
 - 3.4 Metaphorical implications and connotations
 - 3.5 Others

IV. OTHER BORROWING PHENOMENA

- A. Graphic adaptation and/or assimilation
 - 1.1 Complete
 - 1.2 Partial
 - 1.3 Foreign spelling (orthography) retained
- B. Double Borrowing and/or coexistence
- C. Clipping
- D. Acronyms

AREA I - ECONOMICS

DATA LISTING

Source A Data ("Visão", vol.49)

anti-dumping. only dumping in italics, 2-15,77.

best-sellers,2-20; bid,11-113; bid-bond,9-86;11-113;

blue-chips (f),13-30; BLUE CHIPS (h) (sp.p.),6-146;

Boeing (f),7-50; (os)(jatos)Boeing 707 (m),7-50/8-16;

boom (m),2-20/3-15/6-53/7-72/11-80,117/12-61; boxe

(special use in printing),7-76/12-104; break-even-point

(m),2-83/12-87; brokers,10-81; (budget),9-102; business,
9-96.

check (em inglês),10-100; CIF,11-102; city,2-64;

colocação forçada,13-7; controller,9-8; crack,4-95.

DC-X-200 (m),7-50; Douglas (f),7-50;(os) Douglas DC-8

(m),7-50; drawback,2-74,76/8-100;dumping (m),2-76,86.

FOB,1-15/11-169; franchise,11-9,122; franchising,10-23;

front (m),2-48/11-149.

hedge,11-108; holdings (f),1-54,88/4-62/10-23/11-159/

13-57,58; house-agencies (f),8-11,88/10-15/12-6,114,115.

jeans,2-64/6-104; joint-venture,1-104.

know-how,1-83/2-79,90/3-70/7-21/9-24,97/11-106,152,154,
159/12-21,104/13-40,64.

lanches (n.it.),10-100; leasing,6-86,109; líder (n.it.),
13-34; liderança (n.it.),12-104; Light (f),13-55.

made in Brazil,9-16; marketing,2-53,86/3-41,88/4-11,68,71/

6-94,126/7-6/8-90/9-96,100,110/10-13,19,95,96,98,100,141/

12-61,114,115,145/13-94; marketing-ideologia,10-13; Escola

Superior de Propaganda e Marketing de São Paulo (sp.p.),

8-88; Mister,11-162; multinacionais (n.it.),6-5,7,8,10,53,
109,114.

Newsplan,6-104; number one (m),10-96.

office-boy,7-5; open (m),6-19; open market (m),6-19/8-13/

13-28,31;out-door,3-42 and outdoor,12-14; over night (m),

6-19 and overnight(curtíssimo prazo),13-31; overprice,11-164.

70

pacote (financeiro)(m),11-74,98,164/12-104; pellets,8-103;
penny,3-47; performance(s) (f),1-94/11-114; performance bond,
9-86/11-113; playground,10-88; pools,178/6-78/11-161;pre-
recessão,8-69.

quality press(a tradução é "imprensa matutina") (f),3-47;
"Quem é quem",4-6/6-109/7-10/9-8,13/10-5/11-5/13-8; "Quem
é Quem na Economia Brasileira",2-53/6-109,110,112/8-7;89/
9-8,13/10-5/11-5/12-5,6/13-8.

recessão,8-69; royalties,2-85/9-13/12-117.

Sir,2-64; slogan,3-49/6-97/9-16/11-148; stand-by,9-92/11-121;
stands (m),3-70,74; status (m),1-92/4-63/6-89/11-166/12-19,114;
suítes (n.it.),2-64; super-carente (n.it.), 6-101; superpobres
(n.it.),6-15,101; suppliers credits,8-103; suspense,11-161/13-
28. Special item: (o) 7x7 (m),7-50.

timing (m),13-59; trading (f),10-80; turning point,2-54.

underwriter,1-88; underwriting,1-102; Universidade Colégio
(de Londres) (n.it.),10-53.

vice-líder (n.it.),12-119.

warrants,10-80; wedge,13-13; welfare-state,2-68; winner (m), 1-32.

Source B Data ("Visão", vol.29)

background (m),12-43/21-5; BID,8-15/9-43,55; blend(s) (m),7-6;
blitz,25-60; blue-chip (m),11-27; (o) Boeing 707-320B (n.it.)
(m),22-67; (o sistema) Boeing-Bendix (n.it.) (m),22-67;
bookmaker,3-19; by ourself,23-5.

cents,6-47/14-17; CHECK-UP (INDUSTRIAL) (sp.p.),13-cover;
(sistema conhecido como) clearing house,11-47; crack (m),
17-21/21-57/26-36.

draw-back (m), 8-38/18-19,43.

fast-back (m),23-16,17; (a) Firestone (n.it.) (f),6-34;
front,25-45.

(os) grinder (quebrados) (m),7-5/8-5.

hall,25-29; handicap (alfandegário)(m),25-22; (a antarquia)
holding,26-22; hot money,25-42.

iceberg (m),24-24.

know-how, 3-29/6-31/8-26/9-46/12-25/18-54.

made in Chile, 3-29; marketing, 11-26, 27; mass media, 16-61; milds (coffee type), 7-5.

New Deal, 21-16.

office-boys, 1-28; outdoors, 3-6.

Packing-House, 16-53; peak, 21-38; performance, 1-29; pool, 4-11; producer's price, 3-29.

royalty, 6-51, and also plural: royalties, 7-26/10-42/11-26/18-48/21-52/25-40; rush, 2-44, 48(pc-sp.p.)/23-39/24-51.

shillings, 15-52; slogan(s), 2-13/4-16/13-8/14-18, 48/15-19/21-10/22-6; staff (m), 5-55/11-53/22-9; stand(s) (m), 9-55/20-37/23-16; standard, 10-33; stand-by, 6-30; suspense, 3-29.

take-off, 3-31; turn-over, 24-33.

USAID, 1-47/5-33/9-43, 55/11-41.

waiver(s) (f), 12-16.

Special items: (economista-chefe do) Tennessee Valley Authority (m), 22-50.

ANALYSIS OF FINDINGS AND COMMENTS

Source A Findings

Eighty-three borrowings were found in Source A, among which 4 transits, 2 blends and 7 items belonging to the type of loantranslations.

Phonologically and graphically assimilated items are: lanches, líder, liderança, suítes and vice-líder. The plural forms are in accordance with the RL system, except for house-agencies and royalties. From the morphological point of view, the following prefixes can be found in this source analysis: anti-, super-, multi-, and vice-. All of these prefixes are also common in the RL, which confirms SHEARD'S⁴⁷ view: "that

Greek and Latin words and elements are so well known throughout the civilized world that they constitute almost an international language..." (p.327).

The gender markers are in accordance with the RL system and usually refer to the nearest equivalents of the native word-stock of the RL. This proves the validity of THIEL'S⁴⁸ assumption that there is a general tendency among borrowings to follow the law of gender adaption in accordance with their respective meanings or their nearest equivalents in the RL.* Thus a Boeing refers to the whole organization and its gender marker is in accordance with its nearest meaning or equivalent lexical item, probably a emprêsa, which is also (f). On the other hand, os Boeing 707 is (m), because this item refers to aircraft, os aviões a jato or just os jatos (m). Curiously enough I also found some cases where it is difficult to determine the reasons for gender attribution with an absolute precision, as in the case of dumping, which appears with the gender marker (m) and colocação forçada which is (f).

From the semantic point of view there is the special use of the entry front in a metaphorical sense. Multinacionais could be considered either a loanblend or a loancreation. The word pacote acquired an extended meaning following the English use of package (deals, tours, etc.). CARSTENSEN⁹ (p.359) also

*This opinion is also shared by URBANOVA⁵² (p.103) in her study of the grammatical integration of English loans in German. BORGES⁶ (p.62) holds approximately the same view in her discussion of English loans used by the native population of the Azores.

says that the same phenomena can be found in the German language. There is also a new loancreation, pré-recessão made up of the word recessão and the prefix pre-. Recessão itself must be an adoption of the English word recession, which according to WEBSTER⁵³ means 'a temporary falling off of business activity'. Neither NASCENTES³⁶ nor PDLP⁴² list recessão as part of their vocabulary, and PADRÓN³⁹ says that "no hay tal vocablo en español" (p.178) referring to the word recesión in Spanish. "Quem é quem" is a loantranslation based on "Who's Who". Universidade Colégio is a faulty translation of University College. I also noticed an increased tendency to use open for open market. As to acronyms only CIF, FOB, and DC-X-200 (referring to an aircraft type) appear in this source. The special items in this source are: Boeing (f), Douglas (f), Light (f), made in Brazil, and (o) 7x7.

The items that appear most frequently are: boom (7), holding(s) (7), house-agencies (6), know-how (15 entries!), marketing (28 entries!), multinacionais (7), pacote(4), "Quem é quem" (21), slogan (4), status (4), drawback (3), open market (4), pools (3), royalties(3).

From the graphical point of view, I noticed some inconsistency in the case of spelling out-door also as outdoor, and overnight as over night. Overnight can also be found with the Portuguese addition in brackets curtíssimo prazo.

Source B Findings

Among the 51 entries in this source, I found the following

special items: (o) Boeing 707-320B (referring to an aircraft type), (o sistema) Boeing-Bendix, (a) Firestone, made in Chile, New Deal and Tennessee Valley Authority. Except for made in Chile, all of them are names. The last two are so typical in their nature that they would never render their real meaning in translation. Such cases of "intranslatability" can also be found in regard to the acronyms in this source, BID and USAID.

The plural markers of the recorded entries conform with the RL system, although there are some exceptions: (os) grinder (quebrados), where grinder remains unchanged and royalties for royalty. The gender markers conform with their nearest equivalents in the RL. The pronoun ourselves in by ourselves is in all probability a case of idiosyncrasy used for the sake of novelty or emphasis.

From the semantical point of view, the entry clearing house is preceded by an explanatory phrase in Portuguese, sistema conhecido como. Iceberg,²⁹ 24-24, is used with a metaphorical connotation: "...o esforço preparatório...de um novo produto. às mãos da classe médica pode ser comparado a um iceberg...". Contextual references frequently clarify the respective meanings, as ULLMANN⁵⁰ (p.62) points out: "The nature of word-meaning is such that quite often it cannot even be properly conceived, let alone defined, without the support of the context".

The use of borrowings in certain specific cases, can be illustrated by a quotation from an article on coffee production and marketing:

Nos blends de solúvel a participação do café brasileiro era quase nula. Os cafés utilizados em sua fabricação são os milds da América Central e os baixos africanos, inclusive os grinder (quebrados) da mesma procedência....*

The most frequently used entries in this source are: crack (3), draw-back (3), know-how (6), royalty(ies) (7), rush (4), slogan(s) (3), staff (3) and stand(s) (3).

Occurrences in Other Sources

The following items were also found in the magazine "Veja": multinacionais, know-how, USAID, open along with open market. No italics were used in the case of marketing, light, pacote, (ações nobres) blue chips, lideradas and liderança.

In the newspaper GP I found the following borrowings: know-how, open-market, status, pacote (de novas medidas), cent(s), marketing, FOB, overnight, rush, front (do balanço de pagamentos), joint-venture and multinacionais. No capital letter is used in óleo diesel. It is interesting to note the hyphenation of cents: cen-ts (GP, 58, 22.234 (02.04.77) - 12). Only status, rush, front and joint-venture appear in italics.

* "Veja", 29, 7-5.

AREA II - POLITICS

DATA LISTING

Source A Data ("Visão", vol.49)

big business,4-48; boomerang,12-55; brazilianists (m),10-125/
13-1,78,79.

campus,6-63; CIA,6-64,66; colarinhos brancos,6-66; Common-
wealth,8-62; Comuns (m)(n.it.),11-15.

(um candidato do) Deep South,12-69.

equal rights (m),9-71; establishment,4-54; experts (m),2-56/
9-146.

FBI (m),6-64/114; feedback (m),2-6; front (m),6-63/9-71.

guerra fria,6-77.

Homem do Ano (m),4-8.

iceberg (m),4-34/10-58.

leitmotiv,11-61/13-42; líder do Reichstag,1-53; líder(es)(m),
6-8,31/45,48,54,60,63,64,66,117/10-56,57/12-24,55/13-11,18,47;
liderança (f),6-8,32,46,48/10-58/13-11,47; lobby,2-15,34,37.

nazista (n.it.),6-68; new look,2-60.

off the record (m),13-32.

round (dos debates)(m),8-51; royalties,3-50; rush,11-40.

(acordos) SALT,8-48; satelitizar-se (n.it.),6-106; show (de
democracia)(m),8-50; Sir,8-47/10-104; speech,4-30; status,
4-34,51/10-62; stop-go-stop-go (m),6-16.

terceiro-mundismo (n.it.),4-46; Terceiro Mundo (n.it.),4-44;
tories (m),11-15.

UNESCO,4-44,45,46/7-94/8-41.

wishfull thinking,1-22.

Special Cases: B-52 (n.it.),8-48; If you can't lick them,join
them(se você não puder eliminã-los, junte-se a eles),8-65;
(escândalo) Lockheed,1-53; Mig-25,8-55,56; (o) Watergate (m)
(n.it),4-48; (o caso) Watergate (n.it:),12-70; (episódio)
Watergate,1-54.

Source B Data ("Visão", vol.29)

(o chamado) black power (m),5-10(appears also in translation "Poder Negro"); blitzkreig (f),24-54.

coloured,12-22; "cortina de ferro",24-20;"cortina de nylon" with only nylon in italics,24-20.

FBI,5-10.

gangs,19-37.

hinterland,15-5/22-55.

impeachment,19-9/25-13/26-22.

líder(es),5-26,39/23-12.

(bomba) napalm,24-73; nazismo,26-20 and also nazismo (n.it.) (m),23-15,26; nazistas,26-20; (ex-)nazistas,26-20; (neo-)nazistas,26-20.

quaker (m),24-73.

slogan,19-6,37/20-11/26-20; staff,9-20,30/18-36.

(o líder)tory,24-20.

UNESCO,29-47.

vietnik,24-73.

Special items: a) afrikaners,10-19/12-18,21; apartheid,10-19,45/11-56/12-21,18,22/13-3,14/14-9,10.

b) freikorps,7-55; Frau,26-20; Führer,26-20, and also (o) fuehrer (m),23-18; Herr,23-18; (a) Luftwaffe (f),13-20; Oberkommando (m),24-84; (III) Reich,25-19, and also (o) Reich (n.it.)(m),15-10; SS,25-10/23-18; Wehrmacht (n.it)(f),24-84.

ANALYSIS OF FINDINGS AND COMMENTS

Source A Findings

There is a total number of 48 entries in source A. Out of this total, 7 items belong to the type of loantransits including special cases, 7 loantranslation type items and one loanblend type.

Only one verb form was found: satelitizar-se, although its status as a loanword is highly questionable. Satellite is not a new word, neither is it a borrowing in the RL, but its complementary connotations might be. BARNHART³ gives us a new word satellization, recorded in 1967 and which means 'the act or process of becoming a satellite or subservient to another'. Satellization might have then resulted in the verb form satelitizar-se in the RL.

All other items were nouns, except for some more complex structures found under loanshifts and loantranslations, e.g. 'colarinhos brancos' ('white-collar') WEBSTER⁵³ (p.1667); guerra fria ('cold war')^{*}; Homem do Ano ('Man of the Year');^{**} Terceiro mundo ('Third World') BARNHART³ (p.464); and Comuns for Commons which is a shortening of 'Câmara dos Comuns' and refers to the British government institution. All of them are noun phrases.

Phonologically and graphically adopted forms were found in líder and liderança, the last one in all probability a new coinage than the translation of the word leadership. A blending occurs in the case of the word nazista. Plural form formation conforms with the Portuguese language plural form markers, except for royalty, where the plural form is royalties.

^{*} FOSTER²⁰ (p.120) says that 'cold war' was coined in 1947 by the American commentator Walter Lippmann.

^{**} "Homem do Ano é um título outorgado pela revista Time, EE.UU.", Vi, 49, 4-8.

As to the gender, the majority of nouns comply with the Portuguese ~~two~~-gender markers of their nearest equivalents, as can be seen in feedback (m) which is probably related to the process of this activity, e.g. processo (m). The same can be said about show in conformity with espetáculo (m) and torques (m) in conformity with party members, or membros (m).

In the semantic field I found that iceberg, round and show were used in a metaphorical sense, thus iceberg refers to a huge number of problems in political affairs, round (dos debates) refers to political discussions, and the word show has a political connotation, when it refers to a kind of 'exposure' of democratic ideas.

There are also six acronyms: B-52, CIA, FBI, MIG-25, SALT and UNESCO. Two deal with aircraft names, three with government institutions and one with a special treaty (Strategic Arms Limitation Treaty).

There are also three different entries in connection with Watergate. The popularity of these entries in the mid 70's can hardly be argued but their longevity can be questioned. Some other entries, such as Reichstag, leitmotive, boomerang and even iceberg are not really English words, but loans themselves in English. The entry wishfull thinking with two "l's" is probably due to the influence of the more widely known form full.

Most frequently used items: líder (18), liderança (7), lobby (3), status (3), UNESCO (5), Watergate (3).

Source B Findings

I found 31 different items in source B belonging to the field of politics. Among these entries I counted 10 loantransits and special cases, 4 loanblends and 2 items belonging to the type of loantranslations.

All recorded items were nouns or noun phrases. Among loantranslations I found "cortina de ferro" and "cortina de nylon", the latter with a special connotation. The term iron curtain in English can be found in WEBSTER⁵⁴, where it is stated that this term was popularized by Winston Churchill in a speech (1946) to connote ideological barriers. Both of these terms are used in a metaphorical sense. Black power has an explanatory addition 'o chamado' ('the so called black power'), and can also be found in translation "Poder Negro".

The most common adapted form was líder. Blended forms can be seen in nazismo, nazistas, ex-nazistas and neo-nazistas. The latter two have clearly indicated prefixes ex- and neo-. The entry nazismo is sometimes italicized. Gender markers conform with the nearest RL equivalents or meanings, e.g. blitzkrieg (itself a loan in English) is (f), probably because its nearest equivalent 'guerra' (krieg in German) is (f).

From the semantic point of view, the most interesting feature is a playful modification of the original meaning of the 'iron curtain' in a metaphorical sense, "...a Hungria não dá a impressão de "cortina de ferro". Pode ser considerada, quando muito, "cortina de nylon" (Vi, 29, 24-20).

There are also two acronyms, FBI and UNESCO, and among special items, SS, referring to the German "Schutzstaffel" units during W.W.II. Most of the special items are German words in English referring to the last war and show inconsistencies in orthography. PEI⁴¹ states that most of the recent German words in English "are safely on the way to oblivion" (p.111). The two terms, afrikaners and apartheid, are of Afrikaans origin.

Foreign spelling is retained in most entries, except for líder. Most frequently used entries are impeachment (3), líder (3), slogan (4) and staff (3).

Occurrences in Other Sources

The following items were also found in the magazine "Veja": brazilianists and also brazilianistas, nazista as an adjective and noun, slogan (n.it), (os) SS, guerra fria, show (n.it.) and lobby.

SALT, impeachment, expert, (o) FBI, and lobby were also found in the newspaper GP.

The following words appear in both Ve and GP: líder(es), liderar and liderança (n.it.).

There is a tendency in Ve to avoid italics in the printing of a number of more common and more frequently used borrowings, such as show and slogan, for example. The process of adaptation is revealed in brazilianistas (n.it.)(Ve 413(76)-85).

AREA III - SCIENCE AND TECHNOLOGY

DATA LISTING

Source A Data ("Visão", vol.49)

airbus (m),2-56/3-6/11-117,120; ar condicionado (n.it.),8-89;
audiovisual (n.it.)(m),6-32.

biônica (n.it.),9-104; Boeing (f)(n.it.),4-56/11-120; Boeing 747 (n.it.)(m),4-56/11-39,120/13-53; Boeing 247-D (n.it.)(m),7-101; Boeing 707 (n.it.)(m),8-90/11-120; Boeing 727 & 737 (n.it.)(m),8-90/10-76/11-120.

(chapas) clad,13-53; Coca (n.it.)(f),7-84; colas (f),7-80,82,84; containers,2-37/8-90/12-123.

DC-9 (n.it.),4-56; DC-3 (n.it.)(m),7-101,102; DC-10,11-117;
design,10-68/11-39; Diesel,9-52/11-93,97,100,102,169/13-54;
dry-farming,7-28.

Electra II,10-76; electruck,10-68; (processo) Electroslag (n.it.) hot-topping,13-52.

F-28 (m),8-91; feed-back,9-105/11-173; free-way(s),9-96.

gap (tecnológico),13-53; glamour,13-53.

homogeneizante (n.it.),7-82.

(a televisão, chamada pelos ingleses de) idiot's lantern,8-40;
(filmes) instantâneos (n.it.),4-78; instantânea (fotografia Polaroid)(n.it.),4-78.

jet lag,8-40/10-106; jipes (n.it.),2-93/10-68/11-152,161;

jumbo (o Airbus A 300),8-89.

know-how,1-40/2-90,93/7-84,13-53.

liberty (naut.),12-122; líder (n.it.)(m),12-150; linhas-tronco,10-76; (o) Lockheed L-1001,11-117.

McDonnell Douglas DC-10 (Dc-X-200),11-117; made in Brazil,8-7;

Massachusetts Institute of Technology-MIT (n.it.)(m),3-55;

Master of Science,13-53; Master of Science (n.it.),12-13;

Messerschmitt 109 (m),3-51; minicalculadoras (n.it.)(f),10-127,

128; mini-shows (only shows in italics)(m),7-102; Mustang P-51 (m),3-51/7-102.

náilon (n.it.),10-49; (a) NASA (f),4-56.

Pepsi (n.it.)(f),7-84; performance (f),13-52,53; pick-up(s),
11-161.

quick-freezer,11-106.

royalties,4-78/13-53; rush,12-66.

sedã (m)(n.it.),10-68; shoppings,4-39; (o) Shuttle (space ve-
hicle)(n.it.)(m),4-56; sonar,1-40/2-93; Spacelab (n.it.),4-56;
(o) Space-Tug ('Reboque Espacial')(n.it.),4-56; Spitfire (m),
3-51/7-102; spray(s),8-114/13-70; spray-drier,13-36; standard,
11-145; Super-Homem (n.it.),9-104; Super-8,10-133; also S-8,
10-133,134; suspense,12-121.

TV,6-29,112; traineira (n.it.)(naut.)(f),2-90; (o) Turboprop
F-27 (m),8-91.

vídeo (n.it.),12-45; Viscount (m),4-31.

Xerox (n.it.)(f),4-78.

Source B Data ("Visão", vol.29)

bangs,10-50; blend(s),2-24/8-38,40,42/12-43; bums (also in the
form superbums)(m),10-50; business game,22-31.

cargo-liners,2-43; coke-rate,1-29; container(s),5-30/18-42;
coque (n.it.),1-29; crawler drill,26-38.

dacron,4-55; (motores) Diesel (n.it.),14-36; Douglas DC-4
(n.it.), 14-26.

engineering,12-26/24-63.

(o) fast-back (m),23-17.

jipe(s)(m),6-28/7-45; jumbos (n.it.)(para perfurações em
túneis),26-38.

know-how (m),2-34/24-26; (papel) kraft (n.it.),6-30.

locker plants,15-34; LSD,2-26.

marketing,12-46; (aviões) MIG,1-12.

nylon,2-30.

off-set,11-42.

pick-up(s),6-28/23-16/24-33 and also Pick-up,7-45; pier,10-45; piquê (n.it.),5-26; plug-hole,26-38.

radar,5-20/25-10; rate,1-39; Rolls-Royce (n.it.)(f) and also (a) RR,14-36, and Rolls-Royces (n.it.),17-6; run of mine (m), 24-63.

(pesquisa) sherloquiana (n.it.),14-29; staff,16-14; stand(s), 1-41/12-5,46/16-28; standard (adj.),20-45; strip-mill,20-14; subways,4-55; supermercado(s)(n.it.)(m),7-26; sweepstake (h) (sp.p.),6-20 and also sweepstake (jornalístico),10-31.

túneis (n.it.),26-38.

vacuum extractor,6-39.

wagon drills,26-38; winterização (n.it.),3-34.

ANALYSIS OF FINDINGS AND COMMENTS

Source A Findings

The majority of the 67 entries found in this area belong to the transitory type of borrowings, some of them clearly marked special cases, such as aircraft names and recent spacecraft designations. Ar condicionado (n.it.) is included among loantranslations as I believe that it is a faulty translation of air conditioned and should have been translated as ar refrigerado. The term biônica (n.it.) is an innovation and appears in BARNHART³(p.62). Audiovisual (n.it.), instantâneo (n.it.), Coca (n.it.) linhas-tronco, homogeneizante (n.it.) and Super-Homem (n.it.) appear to be the translations of their English equivalents: audiovisual (aids), instant, Coke, trunk lines, homogenized and Superman. Superman itself is a loan-translation from German Übermensch.

The recorded data reveal that most of the entries are either nouns or noun phrases, but some adjectives are also evident: homogeneizante, ~~homogeneizante~~. Plural markers of the entries comply with the RL marker system, except for the entry royalties. Gender markers are in accordance with the previously mentioned assumptions. The prefixes mini- and super- are also evident, e.g. mini-shows, mini-calculadoras, Super-Homem and Super-8. Phonological and graphical adaption is evident in the following words: biônica, Coca, colas, homogeneizante, jipes, jumbo, líder, nãilon, sedã and traineira. Jumbo is pronounced with the 'u' sound and not the central vowel /ə/. Number '8' in Super-8 is being pronounced as oito (its Portuguese equivalent) and not as eight.

Among special items I recorded the following: Boeing (f), Boeing (747) (m), DC-3, DC-9, DC-10, Diesel, Electra II, F-28, Lockheed L-1001, McDonnell Douglas Dc-10 (DC-X-200), Messerschmitt 109, Mustang P-51, Pepsi, Shuttle, Spacelab, Space-Tug, Spitfire, Super-8 and S-8, (o) Turbo-prop F-27, Viscount, and Xerox.

I also found several acronyms: MIT for Massachusetts Institute of Technology (although MIT also appears in its extended form), NASA, sonar, and TV. FOSTER²⁰ (p.28) considers T.V. an "American example of abbreviation".

Graphic inconsistency is noticed in the item Master of Science, which is printed in italics in one issue (13-53) and no italics in another issue (12-13).

The entries airbus (4), containers (3), Diesel (7), jipes (4), and know-how (5) are the ones that are most frequently used in this source.

Source B Findings

Most of the 43 entries in this source show a very special use in the field of technology: dacron, (motores) Diesel, (papel) kraft, locker plants, plug-hole, radar, vacuum extractor, wagon drills, etc. There are also two adjective forms: sherloquina and standard. The first one is derived from the name of the fictitious British detective, Sherlock Holmes, and refers to highly complicated research work that requires special powers of deduction. Supermercado is a loanblend, although it could also be a loancreation. Winterize, which according to WEBSTER⁵³ means 'to put into condition for or equip for winter' (p.1677) resulted in an adaption winterização (n.it.).

Phonological and graphic assimilation can be noticed in coque, jipes, jumbos, piquê, túneis. The prefix super- is evident in supermercado. Plural and gender markers are in accordance with the RL system, as already mentioned. From the semantic point of view, the entry jumbos suggests something very big, as in this case referring to huge machines in the perforation of tunnels. An interesting item is here sweepstake used in a metaphorical sense referring to the space race, "Sweepstake Lunar em Plena Marcha", in Vi, 29, 6-20; and referring to journalistic undertakings

in Vi, 29, 10-13.

Names like Douglas DC-4, (papel) kraft and Rolls-Royce belong to special items. Kraft (n.it.) refers to a special kind of paper, kraft paper. The word itself is of German origin and means 'strength' (WEBSTER ⁵³ (p. 811)). I also found the following acronyms: LSD, MIG, radar and RR (for Rolls-Royce).

Most frequently used items blend(s) (6), containers (3), pick-up(s) (4), and stand(s) (4).

Some items are used in a highly specialized way as can be seen in the following extract:

...compressores montados sobre jipes e tratores, qualquer tipo de perfurador de rocha, inclusive do tipo crawler drill, equipamentos para perfuração de mantos residuais ... socadores de fundação e furadeiras tipo plug-hole, pás e martelos pneumáticos ... jumbos para perfuração em túneis e galerias, perfuratrizes para perfuração de tetos e abóbadas, wagon drills...*

* Vi, 29, 26-38.

Occurrences in Other Sources

In the magazine "Veja" I also found the following items: free-way in italics, coque (n.it.) (siderúrgico), (ônibus, motor) diesel (no capital letter and no italics), aircraft designations such as Jumbos, Boeing, aircraft producers such as (a) Lockheed, and the following acronyms: TV, NASA, DC-10, (o) 747. In my opinion there is also an increased tendency to replace the borrowing know-how by using the word 'tecnologia'. This is evident in the following examples: "no campo da troca de tecnologia" (Ve, 389 (76)-81), and "toda a tecnologia da ITT" (Ve, 389 (76)-83).

In the newspapers GP I found (óleo) diesel, radar(es), pier, pick-up, video, and the acronyms NASA and DC-10 as an aircraft designation. An inconsistency in spelling is evident in the following cases: Jumbos and jumbos and in (dois) Boeing 747, (dois) Boeings 747, and also (dois) boeing 747.

AREA IV - LEISURE

DATA LISTING

Source A Data ("Visão", vol.49)

anti-doping (only doping in italics),3-102.

baseball,8-95; basquete (n.it.),4-8; basquetebol (n.it.),6-52;
best-seller,1-121/4-92/7-97/9-19; bermudas,7-118; blue-jeans
(m),8-44; boom (lit.),4-99/6-133/7-97; boxe (n.it.)(m),3-7;
brazilianist,7-105; bridge (game),2-103.

camping,12-14; campus,2-104/6-50; coquetel (n.it.),6-111.
cartum (n.it.),6-120,121 (p.c.); cartunismo (n.it.)(m),4-99;
cartunistas (n.it.)(m),1-126/4-99/6-120,121,143/11-203.

design (m),3-1,11,84/12-14; doping (m),8-146.

(classe) Flying Dutchman (n.it.),4-8; fiberglass (m),8-109;
futebol (n.it.),1-111/6-13,46/7-118/9-15,116,117/10-87,114,
126/13-98; futebolística (adj.)(n.it.),10-126/13-98.

happening,3-26; hippie(s),1-112/13-75; hobby,7-94/12-126.

iatismo (n.it.),4-8; inner space (science fiction),13-74.

(calças) jeans,11-56.

kinescope,6-116; kit,13-94; know-how,4-92/11-177.

living,12-14; lobby,4-99; lorde (n.it.)(m),4-99.

made in Brazil,4-92; match (chess),12-132,134; mink,6-52;
motéis (n.it.),6-140.

nocaute (n.it.)(m),3-7; nonsense,7-105.

one penny black,7-94; outer space (science fiction),13-74.

pack strip,7-95; pênalti (n.it.),6-4; (2)pence,10-5; penny,
7-94/10-5,6; penny black,10-5,6; PhD,11-180; play-boy,9-146;
performances (m),8-109.

repórter,6-114,133; reportagens,6-114,133; (o) rock'n roll
(poetry),9-134.

sanduíches (n.it.),6-104/8-146 (série sanduíche - sports);
sexistas (n.it.)(m),1-109; scotch,12-126/13-98; shopping
center,12-14; Sir,9-20/10-5; slides,1-115/12-146; slogan,1-6,
 130/9-116,117/11-172/12-138; status (drinks),12-126/13-76;
struggle for life (m),1-109; superoitistas (n.it.)(m),6-15,
 116; Super-8 (n.it.),6-114,117.

TV (f),6-115,116; time (n.it),6-102; tiquetes (n.it.),2-20;
tory,9-20.

unisex (adj.),1-109; uísque (n.it.)(m),6-146/8-44/9-146/13-40.
valley,12-14; vamp (f),9-146; video (n.it.),6-52; video-cas-
setes (n.it.),6-114; video-tape,6-115,116; (a listagem) vip,
 12-126.

Source B Data ("Visão", vol.29)

alka-seltzer (n.it.),5-55.

best-seller(s) (m),7-26/8-57/13-37/17-34/24-87; bife (n.it.),
 5-56; biquíni (n.it.)(m),5-56/22-76; bridge (game),3-19.

coquetel,20-37; cottweed,11-37; cowboy,1-64/7-33; (o nado)
crawl (m),7-59.

design,24-83; dopagem (n.it.),21-14; dopar (n.it.)(v),17-28
 and forms like se dopa, dopado; dopping,17-28 and doping (m),
 20-68.

(cultura) estandardizada (n.it.)(adj.),17-6.

fã (de tênis)(n.it.),21-14; firplay,21-14; ferryboats,1-62;
flashbacks (m),4-40; fog (londrino)(m),6-47/24-70; free-way (m),
 26-23; futebol (n.it.),20-68; futebolístico (n.it.)(adj.),5-56.

games (m)(tennis),2-41/23-61; gol(s)(n.it.)(m),5-56/12-16;
gol havelange,5-56; gôlfe (n.it.),23-61.

handicap,5-18; hepening (art),12-71; hobby and hobbies
 (plural form),6-47/9-42/17-37.

ice-cream (sorvete),13-8.

jôquei (m)(n.it.),5-55.

know-how,7-26.

lanchonetes (n.it.),17-10; long-playing,21-71.

made in Boston (fashion),9-63; made in Germany (special connotation)7-59; míni-scout (h)(sp.p.),21-72; mood (m)(art), 20-63; (o) motel (pl. motéis)(n.it.)(m),18-41; (Associação de) Motelistas (do Brasil),18-41.

new look (m),5-55; (Linha de) Nylon (n.it.),16-25.

performance,17-28; piquenique (n.it.),23-62; playground,16-28; pops,3-47; pôquer (n.it.),3-19; pôquerzinho (n.it.),23-61; puzzle (art),21-67.

rugby,12-59

sanduíche (n.it.),14-17,18; scholar(s) (m),7-28; science fiction,4-55/24-87; score,9-64; September Fashion Show,9-55; set(s) (tennis)(m),2-41/4-55; sherry,18-76; smoking,16-37; snack-bar,18-41; status (m)(de escritor),9-55/26-56; stream-of-consciousness (m)(lit.),23-28; suéteres (n.it.),11-27; surf (m), 25-59/26-59.

tênis(n.it.),4-55; testes (n.it.),20-68.

uísque (n.it.),10-15.

video-tape (m),4-23/21-71.

water natural,10-53.

zipes (n.it.)(fashion),23-61.

ANALYSIS OF FINDINGS AND COMMENTS

Source A Findings

In source A I found 77 different items, among which the following loanblends: anti-doping (with only doping in italics), sexistas (n.it.), superoitistas (n.it.), video-cassetes (n.it.) and video-tape in italics.

There is also a large number of totally assimilated items, such as basquetebol, basquete, boxe, coquetel, cartum,

cartunismo, cartunistas, futebol, futebolística (an adjective derived from futebol), iatismo, lorde, motel (and the plural form motéis), nocaute, pênalti, repórter and reportagens, sanduíches, time, uísque, tíquetes, vídeo. Basquetebol appears also in its clipped form basquete. Baseball is found in its original form, although the form basebol is registered in GONÇALVES²² (p.50) and beisebol in Ve,432 (76)-92.

The two adjectives, unisex and futebolística can be found among the collected items. The prefix anti- and the suffix -ista(s) (to designate people) is also evident. Plural markers are in conformity with the RL system where evidence is available. Gender markers also conform with the nearest equivalents, e.g. fiberglass (m) - vidro (m), TV (f) - transmissão a distância da imagem (f) or estação (f), vamp (f) - mulher fatal (f) (PDL⁴² p.1731).

I also found the item made in - in this case made in Brazil. Struggle for life(sic)(49,1-109) is in all probability a printing mistake. Status is used in a special way referring to drinks. Blue jeans appears also as (calças) jeans. The word sanduíche is used with a special connotation in the field of sports (série sanduíche) and so is boom in the field of literature. There are only two acronyms: PhD and TV. A special name in sports is (classe) Flying Dutchman (n.it.).

Most frequently used items: best-seller (4), boom (3),

cartunistas (6), design (4), futebol (11), slogan (6) and uísque (4).

Source B Findings

Among the 68 items in this source, there are two blends, míni-scout and lanchonete. Mini- is according to QUIRK⁴⁴ (p.986) "a recent prefix, often used for humorous coinages". In lanchonete there is the noun suffix -ette (-ete) suggesting small, compact. Thus both of these forms can also be considered as new coinages.

There are also two adjective forms: estandardizada (n.it.) and futebolístico (n.it.). The verb dopar appears also in the forms se dopa and dopado, and in its derivatives, dopagem and doping (also dopping). Although examples of verbs are rare, they tend to follow the -ar marked group of DL verbs: driblar (FERNÁNDEZ¹⁷ p.77), checar (Fatos & Fotos/Gente, 16, 825 (13.06.77) -45), taxiar ("Um avião ...taxia na pista", Diário do Paraná, 16,4.556 (20.09.70) -1).

I found the following assimilated forms: bife, biquíni, coquetel, dopagem, dopar, estandardizada, fã, futebol, gol(s), gôlfe, hepening, jôquei, piquenique, pôquer and pôquerzinho, sanduíche, suéter, tênis, testes, uísque and zipes. The plural markers conform with the RL system: best-sellers, ferryboats, flashbacks, games, gols, lanchonetes, motéis,

pops, scholars, sets, suéteres, testes and zipes. The plural form for hobby, hobbies should be noted. The plural form of gcl is gols, but FERNÁNDEZ¹⁷ (p.79) states that in Portugal it is goles. The gender markers conform with the assumptions previously stated. Thus I found best-seller (m) probably related to livro ('book') which is (m) in RL; game (m) related to jôgo (m); mood (m) related to ânimo, humor (m); surf (m) probably related to esporte (m); set(s) (m) - jôgo, conjunto (m); doping (m) - entorpecente, ôpio (m); fog (m) - nevoeiro (m). Although feminine equivalents in some cases are available, there is a noted preference for (m) markers.

Among special cases I found such expressions as made in Boston in the field of fashion, and also made in Germany with a special and rather humorous connotation: "Na foto, BB e seu nôvo bichinho-de-pé, made in Germany", meaning that BB's new 'conquest' comes from Germany (Vi, 29, 7-59). There are also such names like September Fashion Show and alka-seltzer (n.it.). Cottweed (29, 11-27) should probably read cottonweed. The word Nylon appears with a capital letter, but no italics, although the form nãilon (n.it.) was found elsewhere (Vi, 49, 10-49). From the semantic point of view, the entry handicap seems to have a wider range of usages. It is frequently used in horse races attributing disadvantages mainly in terms of weight on the horse. It can also be used in tennis where it actually means an advantage. The expression gol havelange has probably a special connotation in reference to the name of the chairman of C.B.D. (Confederação Brasileira de Desportos) at that time: "Quem tiver melhor gol havelange vai aos quartos da final" (Vi, 29, 5-56).

Most frequently used items: best-seller (5) and hobby (hobbies) (3).

Occurrences in Other Sources

The popularity of some of the items found in source A is evident in the following list which is based on my findings in several issues of the supplementary source "Veja": basquete, boxe, futebol, futebolísticas (adj.), iatismo, performances, mini-saia, hippie, jeans, happenings, design, uísque, sanduíches, (classe) Flying Dutchman, doping, gol(s), coquetel, time, pênalti, PhD, rúgbi, beisebol, piquenique, slogan, fãs, vamp, LP. It is interesting to note that only happening(s) appears in italics (Ve, 389(76)-96) as there seems to be an over-all tendency to avoid italicized forms. Most of the above mentioned items appear in assimilated forms.

In the supplementary source GP I found the following items: best-seller, gols, doping, basquetebol and basquete, futebol, futebolística, futebolista, jôqueis, long-play, boxe (sports), boxes (seats), boxeador, vide-tap, beisebol, performance (trf), anti-doping (also anti-dooping), dooping, playboy, sandwiche (sports-special connotation), coquetel, dopagem, set, penalti. Orthographical inconsistency can be seen in doping-dooping, sandwiche and vide-tap, although the possibility of faulty printing should also be taken into consideration. Best-seller, set and vide-tap appear in italics. I conclude therefore that there is a mounting tendency to avoid italicized forms of borrowings in the newspaper GP too. In GP 58, 22.233 (01.04.77)-17, I also found the new word mini-corner in an article on new soccer rules. In the same issue and on the same page, I also found the coexistence of the two forms ping-pong (h)(sp.p.) and pingue-pongue in the text.

AREA V - SOCIAL LIFE

DATA LISTING

Source A Data ("Visão", vol.49)

acid-rock,10-141; alt-pipe,13-86.

background (theater),2-120/3-94; band-leader,8-136; baterista (de jazz)(n.it.),12-134; beatlemania (f)(n.it.),12-145;beatlemaniaca (adj.)(n.it.),9-141; Beatles (n.it.)(m),12-145; (aula de) be-bop,8-136; bestsellers,3-99/10-130,141; big band,8-136; blues,9-138/12-14; bookmakers (m),12-142. Special item: batik (m)(art-special way of dyeing designs on cloth).

cameraman (m),12-129; (25) cents,4-102; chicano,10-141; close, 2-124; clown (m),13-85; computer art (f),12-129; cool (m), 3-97/8-134/13-86; corista (f),8-138; country (song)(m),12-134; crooner,98-106; and also ex-crooner (with only crooner in italics),11-198.

design,3-99; designer,11-178; disc-jockey,8-142.

family plot (trama macabra),7-102; fãs (n.it.),3-99; fãs-clubes, (n.it.),3-89,90; flash-back (m),7-114/13-90; front (cinema)(m), 3-80/4-95.

gags,1-125/4-94/6-140/9-136/13-86; gangsters,8-136/11-183; gay (m),13-85; Gay Power (m),9-71.

happy end,7-97; hippie,3-94; hits (m),12-145; hollywoodianas (adj.),2-124/3-90/4-95/8-118/10-134.

iê-iê-iê,7-116; I love you (a expressão "eu te amo"),8-118.

jazz,2-118/3-97/4-57/7-108/8-134,136/9-138/10-138/11-201/12-134/ 13-86; jazz dance (m),1-116; jazzistas (n.it.),4-98/8-134/9-138; jazzística (n.it.),4-97/9-141/11-201/13-86; jazz-latin rock, 3-97; jazz-rock,4-97/12-134.

know-how,12-130.

land art,10-125; (calça) LEE (n.it.),4-102; leitmotiv (theater), 13-88; líder (n.it.),10-130; LP(m),3-97/6-130,136/7-106,108/ 8-134,136,142/9-138,141/10-141,142/11-198,203/12-145,147/13-86. Also LPs,3-97/4-97,etc; LSD(m),13-86.

Miss (América),9-71; Mr.,9-71; Mrs.,9-71; Ms.,9-71; music-hall,7-113.

news,12-14; night,12-14; nonsense (m),6-140/9-136/11-194/13-86.

ópera-rock (only rock in italics)2-110.

pacote(s)(m),6-142; partner,7-106/8-134/11-201; performance (f),3-94/4-97/8-134/11-186/12-141; photo-realists (m),11-193; play,12-14; playback,1-125/4-94; playboy,11-183; picture-processing (m),12-130; piquenique (m),8-141; pop,9-138,141/10-122,141/11-201/12-145; pop-art,4-81/11-186; posters,3-89/11-198.

rag-time,4-90; replay,12-14; revival (n.it.),3-90; rythm blues,1-122; rock,1-122/3-57/4-82/6-104/8-141/9-138,141,143/10-141; rock chucrut,9-138; rock'n roll,10-141; rounds (da peça) (theater),10-134; rythm and blues,12-145.

sax (m),7-108/9-141/11-198; sax-,8-134/11-201 (tenor), sax-,9-138 (soprano) with only sax in italics; saxofonista (m),13-86; sex-appeal,11-183; show (m),1-118,112/2-127/3-90,97/6-130,136,140,143/7-98,106/8-134/9-138/11-201/12-134,145; sky,12-14; slides,9-142; slogan,4-98; strip-tease,13-95; standard (adj.)(songs),3-94/8-136/10-127 and also standards (adj),11-198; starlet (f),3-94; status (education),2-105/3-79/10-122; suspense (cinema),2-124/6-125,126/7-102. Special case: safári (n.it.),3-97.

technicolor (m),7-102; television writing,4-98; thriller (m),6-125,126.

(ator) underground (m),3-94; UNICEF (f),3-97.

vídeo,11-198/12-130; video-arte,10-126; videografia (n.it.),10-126; video-tape,12-130.

western,11-196.

Source B Data ("Visão", vol.29)

angel(s)(theater)(m),25-55; angry young men,6-20; antibeatles (n.it.),8-64.

barman(m),1-64/13-37; beatlemania (n.it.),8-64; Beatles (n.it) (m),2-48/11-27/16-6,75/17-37/23-6; beatnik(s),23-35 and also (estilo)beatnik,25-45; big shot,4-28; black-bottom,15-50; black-out(m),13-60 and "black-out" (dress),17-52; black-tie, 1-64/2-48/13-37/17-52; Brazilian Beatles (n.it.)(m),4-16.

café-society (only society in italics),13-37; cameraman,10-26; (accento) cockney (adj.),1-63; cool,13-37; cow-boy,4-28/8-30/21-57; crooner,11-24.

(a figura) dandy,21-58; Disneylândia (n.it.),20-68.

fã(s) (n.it.),22-75; fair play,105/13-37; flashes,12-37/16-15; flashback (m),9-30; flirt (m),13-39; from Scotland,18-67; front (m),21-58.

gang (f),11-24,25/20-68; "Glamour Girl" (f),9-55.

happening(s),23-25/24-73,74; Happy Birthday (h)(sp.p.),10-56; Hi-Fi (m),13-37; hit-parade,17-37.

iê-iê-iê (n.it.)(m),2-48,51/4-16,42/11-25,27/13-37/16-37,56/18-75,76/22-46,62/23-61/24-5,87.

jam-sessions,10-55; jazz (m),3-15/5-42/8-30/11-24,44/17-37/22-26,75; jazz experts (m),11-44.

Lucky Guy (h)(sp.p.),10-56.

(o) Met (m)(abr. Metropolitan),16-32; "Mr.5%" (n.it.),6-48; music-hall (m),9-60.

negro spirituals (m),3-15; night-club (m),5-56/15-43.

one man show,17-37; (pop e) op.,12-71.

parties,1-62; playback (m),18-75; playboy(s),3-51/5-55/10-52/11-24/16-75/22-72; Pony Express,1-64 ("a mala tipo Pony Express"); pop (e op.),12-71.

rifle (automático Winchester)(n.it.)(m),7-33; rock,11-24; rush,3-46/21-63.

Sacha's (n.it.),13-37; saloon (m),5-45; sax-tenor (n.it.), 10-55; self-made-man (h)(sp.p.),2-52; seven to seven, followed by "Das sete às sete",13-37; sexy (adj.),1-63; shantung,19-12; short (m),26-41; show(s),3-48/4-42/7-23/12-46/13-63/15-55/16-67, 75/17-5,37,52/19-12/21-71,57/22-62,76/24-70/25-47; (the show must go on,19-37); slides (m),1-49/6-15/18-75/19-48; smoking,

1-64; (estilo) snob,18-62; sprinter,20-68/21-71; States (n.it.) (m),21-71; strip-tease (m),4-42/5-56/6-51/14-52/16-75,76/17-52/23-62; suspense,17-34/24-70/26-41.

technicolor,22-76; teddy-boys (n.it.)(m),8-64; TV (n.it.)(f), 2-48/11-24 (appears also in the plural form TVs and the singular form tevé (n.it.),9-35; (o) Touring (n.it.)(m),18-41; Touring Club do Brasil (n.it.)(m),18-41; trailer (m),12-21/21-57. UNESCO (f),23-45.

video (m),11-27/20-45 and the plural form video(s),17-6; video-tape(s) (m),1-49/5-43,55/7-12/10-54/16-37/17-6.

westerns,22-24.

ANALYSIS OF FINDINGS AND COMMENTS

Source A Findings

The largest number of borrowings was found in the area of Social Life, 110 in source A alone.* Among these findings I found beatlemania, jazzista, baterista (probably based on the word battery), ex-crooner, sax-tenor, sax-soprano, saxofonista, video-arte, videografia and opera-rock to be loanblends, although beatlemania, jazzista, baterista and saxofonista can also be considered to be loancreations. Corista (f) based on chorus girl and pacote (m) based on package belong to the loantranslation type. I also found a number of adjectives, such as beatlemaniaca, hollywoodianas, jazzística and standard. The latter also appears in the plural form standards to conform with the plural markers of adjectives in RL. The gender markers

* FALANQUE¹⁶ (p.85) also found a great number of anglicisms in the social columns of the newspaper "O Popular", one of the most widely circulating newspapers in the state of Goiás.

are again in accordance with the nearest equivalents: chorus girl (f)-corista; cameraman (m)-homem (m); clown (m)-homem (m); computer art (f)-arte (f); cool (m)-probably related to frescor (m); Gay Power (m)-poder (m); LP (m)-disco (m); nonsense (m)-absurdo, contra-senso (m); show (m)-espêtáculo. Although there are also equivalents that are (f), (m) marked equivalents are evidently preferred. There is also an interjection iê-iê-iê. According to BARNHART³ (p.508) there is an adjective yê-yê "from French slang yê-yê, from English yeah, yeah, interjection used in the songs of some rock groups, especially the Beatles". As will be seen in source B, this interjection can also be spelled as iê-iê-iê. The prefix ex- is used with a human noun, crooner in ex-crooner. There is also one complex expression: I love you (a expressão "eu te amo") in 29,8-118. This expression can hardly be considered a loan. Novelty is probably the factor that determined its use.

Assimilated forms are líder (but not in band-leader where foreign spelling is retained), fãs, fãs-clubes, iê-iê-iê, piquénique, vídeo, video-arte, videografia, baterista, and partially assimilated ôpera-rock with only rock in italics. The entry revival appears with no italics.

I also noticed a metaphorical connotation in the following entries: front (cinema), rounds (of a play in the world of theater), and the use of status in education. Among special cases there are batik which is really a Malay word, chicano-a new entry in BARNHART³ (p.87) spelled with a capital letter, leitmotiv and safári. The last two are loans in English. There are also two names, Beatles and (calças) Lee. The following items are acronyms: LP and LPs (plural) for long-playing, LSD, Mr., Mrs., Ms., and UNICEF. LP is being pronounced as "elepê"

and also printed like this.* The form longuiplei can be found in other sources,** longplay(m) and lp(n.it.) are also current.***

Most frequently used items are: best-sellers(3), cool(3), gags(5), hollywoodianas(5), jazz(11), jazzistas(3), jazzística(4), LP(17), nonsense(4), partner(3), performance(5), pop(6), rock(9), sax(3), show(16), standard(4), status(3), suspense(4).

Source B Findings

The analysis of source B also revealed quite an impressive number of borrowed items, 80. Disneylândia is either a loantranslation or loancreation. Café-society with only *society* in italics is a loanblend.

The entries (acento)cockney, (estilo)beatnik and sexy appear in the forms of adjectives. The other entries are either nouns or noun phrases, except for the expression "the show must go on". The following plural forms are evident: angels, antibeatles, beatniks, fãs, flashes, happenings, jamsessions, jazz-experts, negro spirituals, parties, playboys, shows, slides, TVs, videos, videotapes, westerns. The gender markers show the tendency to conform with the nearest equivalents with the preference for (m) markers. A prefix of attitude is found in antibeatles. An interesting case is the genitive ending in Sacha's. PAUL⁴⁰ (p.400) gives an example hombre's casa and states that it is the result of English influence. There are some controversial views on this and some linguists think that this form originated in the possessive pronoun

* Fatos & Fotos/Gente, 16, 825 (13.07.77)-32.

** Ibid., p.45.

*** O Estado do Paraná (20.05.75), p.7 and (06.07.75), p.34.

su.* The popularity of the "s" form genitive in store and hotel indicators (Lima's hotel, Pietro's, Clip's, etc.) is more likely to be in accordance with PAUL'S⁴⁰ view and I share the same opinion.

There are some more complex expressions in source B: angry young men, one man show, the show must go on, self-made-man, and seven to seven with translation. Curiously enough I found dandy, but not dândi, flirt, but not flerte, and shantung but not xantungue, although all three adapted forms appear in PDL⁴². There are also names like "Glamour Girl", Happy Birthday(h)(sp.p.), Lucky Guy(h)(sp.p.), Pony Express in "a mala tipo Pony Express", States and Touring for Touring Club do Brasil. The following acronyms appear in this source: Hi-Fi, Met, Mr., TV and TVs and UNESCO. From the semantic point of view, an interesting feature is the use of the entry front: "...no front amargo da experiência", and the use of "black-out" referring to a dress. The word smoking is the result of ellipsis, for its original form is smoking jacket. ULLMANN⁵¹ states that ellipsis "has produced some usages which sound curious to native ears" (p.223) and cites the example of 'smoking-jacket' which "has been reduced to smoking, which now means a 'dinner jacket' in French and other Continental languages".

Graphically and phonologically assimilated forms are: fã(s) ié-iê-ié, rifle (pronounced/rifle/) and tevê. Graphic inconsistency is evident in cow-boy, black-out and gang, for these forms appear as cowboy, blackout and ganguê elsewhere. The last one clearly showing assimilating tendencies.

* For a more detailed treatment of this issue see JESPERSEN²⁷ (p.213) and CÂMARA⁸ (p.274 & p.286).

Most frequently used items are: Beatles (6), black-tie (4), cow-boy (3), gang (3), happening(s) (3), iê-iê-iê (16), jazz (8), playboy(s) (6), show(s) (18), slides (4), strip-tease (8), suspense (3), video-tapes (7) and TV (3).

Occurrences in Other Sources

An impressive number of the recorded findings in source A and B were also found in Ve: rock, show(s) and the form showzinho, TV, cowboys, Beatles (also ex-beatle), pop, jazzística (adj.), jazz, LP(s), land art, hollywoodiana, blues (o primitivo blues, Ve, 432 (76)-81), cool, sax-tenor, secretaria, flirt, video-tape, (a fita de) VT (for video-tape), strip-tease and stripteaser, playboy, ôpera-rock, hit-parade, líder and liderar, spaghetti-westerns, star-system, slides and (concurso de) misses. Only two items were printed in italics: spaghetti-westerns and star-system.

In checking several issues of GP I found the following items: wester(s), thriller, black-out, rush, show(s)-frequently used along with 'espetáculo' and shows, (os) happy birthdays, smoking, trailer (also traillees and trailer), hits, pop, rock-'n roll, long play and also Long-Play and LP(s), from (especially in social columns, e.g. from Rio), gangsters, States (dos states), best-seller, flash, gang and also ganguê along with "quadrilha de bandidos"), sexy (adj.), strip-teases, close(s), black-tie, tape, líderes, saxofonista, hard bop (jazz), soul jazz, jazz, jazzística (adj.), pacote (de medidas...), sax tenor, sax alto, baterista, Deb's Boutique and UNESCO. Orthographical

inconsistency is revealed in some cases and also the co-existence of borrowings along with native words or expressions: show and espetáculo; gang along with gangue, its assimilated form, and "Quadrilha de bandidos". In an article announcing a samba show in GP, 58, 22.227 (26.03.71)-4, "Espetáculo de samba vai animar Curitiba", I found that the word 'espetáculo' appeared 9 times and show (n.it.) only twice. It remains to be seen if the native word 'espetáculo' will ever be able to force out the foreign intruder show. I also noticed that in the above mentioned list of borrowed material only thriller, black-out, rush, trailer, from, hard bop and soul jazz appear in italics.

CHAPTER IV

CONCLUSION

In the course of this investigation I have found 658 entries distributed among the five major areas of interest and activities in the following manner: Area I (Economics): 134 entries; Area II (Politics): 79 entries; Area III (Science and Technology): 110 entries; Area IV (Leisure): 145 entries; Area V (Social Life): 190 entries. There is a considerably higher number of entries in the last two areas which form the bulk of my investigation material. This fact shows that the major influences are to be found in the field of social and cultural activities. I conclude therefore that the influence of Anglo-American culture is clearly evident in the area of social and cultural life, and I am certain that further imports will continue to enter the RL, if present cultural ties and linguistic contacts are maintained. The role of the press language in the formation of present-day language usage is imperative and cannot be denied.

In politics, current world affairs will probably continue to influence the vocabulary of the RL, although certain terms and references dominant in the 60's and 70's might just fade away. Foreign trade will continue to supply new terms and further enrich the vocabulary of the RL. Further progress in science and technology will result in new lexical borrowings.

Although such influence may eventually produce some surface changes in the vocabulary, no change or deterioration of the existing system of the RL will result. It is also unlikely that this influence will result in a mixed language or a kind of "portanglais", for as HOUAISS^{*} points out: "O português está apenas evoluindo". Borrowing is but one of the phenomena of change and evolution.

As the sources of this investigation are restricted, I do not claim to have included in this research all the existing borrowings in the R.L. It is doubtful whether such a task could ever be accomplished in view of the changing nature of language.

Most of the recorded loans retain their foreign spelling, although some appear partially or totally assimilated. I labeled some entries as loantransits due to their peculiar status. A relatively large number of borrowed items belongs to the type of semantic borrowing.

The majority of the recorded loans are either nouns or noun phrases. I found relatively few adjectives and almost no verbs. Grammatical borrowing is evident in the field of affixation. There are very few complex phrases or sentences.

* HOUAISS, A. O português está apenas evoluindo. "Visão", 49, 13, 76-78.

Phonological adaptation is evident in a great number of borrowed material that is becoming fully integrated in the RL. Addition, suppression and insertion of sounds is evident in some cases of assimilation. From the morphological point of view, gender changes in the borrowed material comply with the nearest equivalents in the RL in accordance with the existing theories. The appearance of the "s" genitive form is also in evidence.

From the semantic point of view, the most striking features are metaphorical implications and connotations. I also recorded a certain number of names and acronyms which are particularly noticeable in the provinces of politics, economics and science, although their longevity is questionable.

Coexistence of both borrowed and native material is also evident in certain cases. Accompanying explanatory phrases or translations show that many borrowed items are not really need-fillers, but unnecessary 'intruders'. There is also an overall tendency to avoid italics, a fact which might be interpreted as a first step in the assimilation process, and graphic inconsistencies further support this view.

From the stylistic point of view I noticed a certain precision in the use of the borrowed material, and brevity which for the sake of space economy is a stylistic ideal in the press language. Some borrowings provide a peculiar color of setting or action. Playful connotations and the use of metaphors to create vividness are also common.

The most frequently used borrowings in this investigation are: boom, holdings, house-agencies, know-how, marketing, multinationals, pacote, "Quem é quem", slogan, status, open (market), royalties, rush, líder, liderança, UNESCO, impeachment, airbus, diesel, jipes, blends, pick-ups, stands, best-sellers, cartunistas, design, futebol, uísque, gags, hollywoodianas, jazz, jazzística, LP(s), nonsense, performance, pop, rock, show, standard, suspense, Beatles, black-tie, ié-ié-ié, playboys, slides, strip-tease and video-tapes, with show, marketing, know-how, slogan, ié-ié-ié and royalties leading the way. While many of these borrowings are need-fillers, others are the result of intranslatability, or cultural influence.

In this analysis I have tried to show which elements are likely to be on their way out and which will continue to enrich the vocabulary of the RL. All languages contain in their synchronic state the seeds of development and as ANDERSON¹ (p.5) puts it: "Synchronic data gives the linguist a good idea of what to expect in language". Nevertheless, no absolutely precise predictions can be made, for as ULLMANN⁵⁰ (p.13) has already stated: "language develops unpredictably and is repaired, patched up and readjusted as the need arises".

SUMMARY

This investigation describes the synchronous state of borrowed material from English, the donor language, into the Portuguese language of Brazil, or the recipient language. The sources for this investigation were limited to the press language as found in two volumes of the Brazilian magazine "Visão" and some secondary supporting material. The data was grouped into five main areas of interest and activities and analysed according to a preestablished matrix. The analysis of the entries revealed a relatively high number of borrowings in the areas of social and cultural domain. These areas were followed by economics, science and politics. The findings revealed many different types of loanwords. The process of assimilation of the borrowed material showed phonological and morphological changes in the borrowings, usually complying with the system of the recipient language. Many of the borrowed elements are need-fillers and prestige markers, some are 'intranslatability' cases and others are unnecessary 'intruders'. Although surface changes in the vocabulary are evident, the structural system of the recipient language remains intact. It can be concluded that lexical borrowings will continue their flow, enriching the vocabulary of the recipient language, without any significant changes in its structure.

RESUMO

Esta pesquisa pretende investigar o estado sincrônico dos anglicismos no português do Brasil. Como fontes desta pesquisa serviram dois volumes da revista "Visão" e alguns outros materiais complementares. Todos os dados obtidos foram divididos em cinco áreas de interesses e analisados de acordo com uma tabela previamente elaborada. Os itens anotados durante esta pesquisa revelaram um grande número de empréstimos especialmente nas esferas sócio-culturais. Em seguida foram pesquisados os itens encontrados nas áreas de interesses econômicos, científicos e políticos. O processo de assimilação de grande parte destes empréstimos revelou uma tendência de se adaptar total ou parcialmente à estrutura da língua portuguesa. Embora uma grande parte destes empréstimos seja necessária, muitos outros são desnecessários, ou são casos de 'intraduzibilidade'. De acordo com os resultados obtidos, constatou-se que o vocabulário do português sofre realmente a influência destes anglicismos. Assim, novos empréstimos continuarão enriquecendo o vocabulário da língua portuguesa, mas a sua estrutura gramatical não será alterada. O português do Brasil está apenas atravessando uma fase de evolução lingüística e a entrada de novas palavras e expressões no campo cultural, econômico, científico e político é um fenômeno completamente normal em todas as línguas.

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E R R A T A

<u>Page</u>	<u>Line</u>	<u>Printed as</u>	<u>Should read</u>
5	6	galicisms	gallicisms
16	5	ZIEGELSCHMID	ZIEGLSCHMID
24	8	galicisms	gallicisms
25	2	galicisms	gallicisms
31	18	subject	subject
36	4	galicisms	gallicisms
44	26	<u>Portugues</u>	<u>Portuguesa</u>
46	5	element	lement
52	3	pre-	<u>pre-</u>
65	8	sherloquina	sherloquiana
69	23	firplay	fairplay
77	7	accento	acento
80	10	society	<u>society</u>
87	3	<u>multinacionals</u>	<u>multinacionais</u>