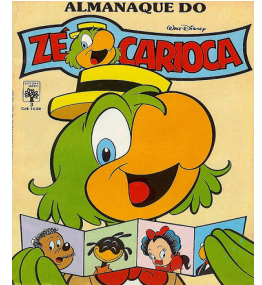


# Estereótipos do povo brasileiro<sup>1</sup>

## ZÉ CARIOCA - O PERSONAGEM BRASILEIRO DA DISNEY

In 1942, Walt Disney produced a series called “Alô, alô, amigos!” (Hello, hello, friends!), in which Donald Duck explored Latin America. In Brazil, he met Zé Carioca, who also appeared in comic books published in Brazil (cover shown here →).



### 1. Look at the images below and discuss the following questions with your partner:

- Did you already know Zé Carioca?
- What animal is this? Why do you think they chose this animal and not another?
- What are its colors? Why do you think they chose these colors for the character?
- What other elements (such as clothes and accessories) make up the character? Do you think they are characteristics of Brazilians?



<sup>1</sup> Unidade elaborada pelas Profs. Caroline Wink, Kétina Timboni e Marjorie Moraes. Adaptada por Andrea Araujo e Luisa Bitencourt

**Video: Zé Carioca and Donald Duck.**  **Alô amigos filme completo e dublado 12**

**2. Now let's watch the episode in which Donald Duck visits Brazil, but first, let's read the questions below to answer them after watching the video:**

- a. What visual resources does the video use to present Brazil?
- b. What musical resources does it present? Do you know the songs used?
- c. How does the character Zé Carioca represent Brazilianness?
- d. How is Donald Duck represented?
- e. In general, how are Brazilian stereotypes present throughout the video? Remembering that the video is from 1942 and produced by Americans, do you think these stereotypes are present today? Which ones?
- f. Do you think all Brazilians are like Zé Carioca? Explain.

## **Choques culturais no Brasil**

**3. Antes de ler o texto, discuta as questões.**

- a. What is a cultural shock?
- b. Have you ever felt a cultural shock? What has happened?
- c. Which cultural shocks a foreigner might have in Greece?
- d. What do you think the text will talk about?

**4. Before reading the text, what do you think is the Brazilian approach regarding to:**

<b>personal relation</b>	
<b>english speaking</b>	
<b>traffic</b>	
<b>time</b>	
<b>personal space</b>	
<b>being direct</b>	

**5. Leia o texto abaixo e discuta com o colega as seguintes questões:**


- a. Quais características apresentadas no texto aparecem no vídeo do Zé Carioca?
- b. What have you learned about Brazil with this text? Has something shocked you?
- c. What is similar between Brazil and Greece?

**Texto 1**

Articles & Blogs > Culture Shock in Brazil: A Foreigner's Guide to Doing Business

## Culture Shock in Brazil: A Foreigner's Guide to Doing Business

Doing business in Brazil? Culture shock is common for foreigners navigating the country's vibrant and relationship-driven business environment. This article explores key cultural differences, expectations and challenges you may face, along with practical tips to help you adapt smoothly and build strong professional connections in Brazil.



**Big, beautiful Brazil!**

For many foreigners doing business in the country for the first time, it can be a bit overwhelming!

If you visit Brazil with certain expectations and preconceptions, be prepared for a shock!

The culture in Brazil is very unique; if you don't understand the people and their way of life, it can be easy to fail. So, in this blog, we're going to look at 6 common aspects of Brazil that cause culture shock for foreigners doing business in the country.

**Diversity in Brazil**

When we talk about Brazil, remember that not only is this country the size of a continent, but it is also one of the most ethnically and culturally diverse countries on the planet. Brazilian diversity is deeply rooted in the ethnic origins of the people, (primarily European, African and Amerindians). The cultures, religions and customs of these ethnic groups have assimilated over time to create the rich tapestry making up Brazilian culture.

*It's important to note, that like any other country, Brazil also has affluent and disenfranchised areas. For example, individuals may live in rich areas, poor areas or even slums and ghettos.*

These economic experiences further shape the many subcultures which make up Brazilian culture. With this in mind, be aware that we're making broad brushstroke statements when talking about culture shock in Brazil.

## 1 “Where are the English Speakers?”

Although English is commonly spoken in the business world and in the big cities such as Rio de Janeiro and São Paulo, very few Brazilians speak English outside of this. As such, it's important to learn at least basic Brazilian Portuguese to get around. A frustration vented by many foreigners, however, is that Brazilians tend to speak quite quickly and that they have to be reminded to slow down. It's also fair to say that pronunciation is key, but that it's not always obvious how to pronounce a word. This in itself can be a challenge and result in miscommunications!

## 2 “Whoa! The traffic!”

A common culture shock for foreigners from countries where traffic rules are closely followed is that the roads in Brazil can seem quite dangerous. Clearly, not all drivers drive dangerously, but it's not uncommon for expats and visiting businesspeople to report feeling unsafe when using the roads. For example, there's a sense that Brazilians don't always follow the traffic rules, that speed limits are perceived as suggestions only and that cars are routinely parked on sidewalks or in front of driveways. In some areas, crossing roads can be challenging as pedestrians don't have right of way which can make crossing a hazardous exercise.

## 3 “When are they going to turn up?”

The fluid approach to time takes a lot of getting used to for foreigners from time-sensitive cultures. Brazilians tend to take a fairly flexible approach with time. They don't necessarily see it as a tangible construct in the same way that people from countries such as the US, UK, or Germany might. They also tend to prioritise relationships over time. As such, if someone needs something, then this need might take precedence over being on time for a pre-arranged meeting. In a business setting, it's fair to say that if a meeting is booked for 09:00 am, attendees might well show up at 09:15 or even later.

## 4 “What are they doing stood so close to me?”

Another common culture shock is the lack of physical space. Brazilians are very comfortable with being tactile around each other. Although people who don't know each other well might just exchange a handshake, it's fair to say that hugs, kisses and pats on the back are a common greetings in the Brazilian workplace. Brazilians also tend to stand fairly close to each other when talking or walking together. The concept of physical space, which is so common in Western business culture, is certainly not part of Brazilian business culture.

## 5 “Will you stop with the personal questions!?”

The lack of proxemics lends itself well to the fact that Brazilians tend to be incredibly relationship-focused and friendly. In fact, relationships are critical to getting things done in the business world. Jumping straight into business isn't necessarily the best way to do business in Brazil. For example, Brazilians negotiate with people, they don't negotiate with organisations. This can be a significant cultural change for expats relocating from Western business cultures as they need to learn to nurture and build relationships before business can be done.

## 6 “Why do they say ‘yes’ but don’t follow through?”

One of the biggest culture shocks for foreigners is the ambiguous meaning of the word ‘yes’. In Western cultures, ‘yes’ means ‘yes’. However, in Brazil, it can mean yes, maybe or even no. With the value placed on relationships, Brazilians may well say yes to protect feelings, even if they actually mean no. Although Brazilians tend to be able to ‘read between the lines’ to decode the true intent behind the word, many Westerners learn about the ambiguity of this word the hard way!

These are just a few examples of the challenges foreigners face when doing business in Brazil.

[Culture Shock In Brazil: A Foreigner's Guide To Doing Business - Commisceo Global](#)

## **A VISÃO DOS BRASILEIROS SOBRE O MEU PAÍS**

1. Responda as perguntas com a turma:
  - A. Na televisão de seu país, que notícias sobre o Brasil normalmente aparecem?
  - B. Que notícias sobre a Grécia acha que aparecem na TV no Brasil?
  - C. Que outros assuntos de seu país você acha que seria relevante os brasileiros saberem? Por quê?
  - D. Procure em sites de jornais gregos notícias sobre o Brasil e conte para os colegas o que encontrou.
2. Analise os títulos das manchetes abaixo sobre algumas notícias publicadas a respeito de seus países e responda:
  1. Sobre o que falam as notícias? Era o que você esperava?
  2. Eles apresentam algum estereótipo que os brasileiros têm de sua cultura? Por quê?
  3. Quais notícias você acha que seriam mais interessante para a mídia brasileira mostrar?

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