**Warm up**

1. Você acredita que uma língua permanece a mesma ano após ano? Justifique sua resposta.
2. Você acha que a língua portuguesa sofre influências de quais línguas? Caso você responda *sim -* Quais?
3. Você concorda em acrescentar em nosso vocabulário palavras estrangeiras? Justifique.
4. Dê exemplos desta “invasão” de palavras na língua portuguesa.
5. Você acredita que o inglês sofre alguma influência de outras línguas ou ele influencia mais do que sofre? Justifique sua resposta.

**Pre-listening**

1. Relacione as palavras com sua definição correta:

|  |  |  |
| --- | --- | --- |
| 1. SPANGLISH |  | The basic monetary unit in many countries; equal to 100 cents.[[Wordnet](http://www.websters-online-dictionary.org/credits/wordnet.html" \t "_blank)] A piece of paper money worth one dollar.[[Wordnet](http://www.websters-online-dictionary.org/credits/wordnet.html" \t "_blank)] |
| 1. PORTUÑOL |  | Someone who promotes or exchanges goods or services for money. [[Wordnet](http://www.websters-dictionary-online.org/credits/wordnet.html" \t "_blank)]. One who attends a market to buy or sell; one who carries goods to market.[[Websters](http://www.websters-dictionary-online.org/credits/websters1913.html" \t "_blank)]. |
| 1. SPEAKER |  | A person who comes to a country where they were not born in order to settle there. [[Wordnet](http://www.websters-dictionary-online.org/credits/wordnet.html" \t "_blank)]. One who comes to a country for the purpose of permanent residence; -- correlative of emigrant. [[Websters](http://www.websters-dictionary-online.org/credits/websters1913.html" \t "_blank)]. |
| 1. COMMUNICATION |  | A politically organized body of people under a single government; "the country's largest manufacturer".[[Wordnet](http://www.websters-dictionary-online.org/credits/wordnet.html" \t "_blank)] The territory occupied by a nation. |
| 1. MARKETER |  | Anything that is produced, whether as the result of generation, growth, labor, or thought, or by the operation of involuntary causes; as, the products of the season, or of the farm; the products of manufactures; the products of the brain.[[Websters](http://www.websters-online-dictionary.org/credits/websters1913.html" \t "_blank)] Commodities offered for sale; "that store offers a variety of products".[[Wordnet](http://www.websters-online-dictionary.org/credits/wordnet.html" \t "_blank)] |
| 1. IMMIGRANT |  | The means of communication that reach large numbers of people, such as television, newspapers, and radio. ([thefreedictionary.com)](http://www.thefreedictionary.com/media) |
| 1. COUNTRY |  | Someone who expresses in language; someone who talks (especially someone who delivers a public speech or someone especially garrulous); [[Wordnet](http://www.websters-dictionary-online.org/credits/wordnet.html" \t "_blank)] |
| 1. PRODUCT |  | The activity of conveying information; [[Wordnet](http://www.websters-dictionary-online.org/credits/wordnet.html" \t "_blank)] Intercourse by words, letters, or messages; interchange of thoughts or opinions, by conference or other means; conference; correspondence.[[Websters](http://www.websters-dictionary-online.org/credits/websters1913.html" \t "_blank)] |
| 1. DOLLAR |  | Code-switching between English and Spanish. |
| 1. MEDIA |  | Code-switching between Portuguese and Spanish. |

1. Quais delas têm a ver com a discussão que fizemos? Quais não têm?

|  |  |
| --- | --- |
| As que tem a ver... | As que não tem... |
|  |  |

Listening:

1. Numere o texto na ordem que você ouvir o áudio.

# Spanglish is the New Ad-lingo¹

|  |  |
| --- | --- |
|  | Yeah that’s right? ¿eso era lo que yo pensava? Spanglish is about my hybrid identity, not my hybrid car — because, well, I just can’t afford one!  So it’s nothing new to me, but for those marketers who think it’s el ultimo grito, “Spanglish is the new Ad-lingo.”  Aired on [NPR news Day to Day](http://www.npr.org/search/index.php?searchinput=%22Luis+Sierra%22" \t "_blank), June 19th, 2008. |
|  | **Catarino Lopez**: In a high school you always have an incoming class of *freshmen²* and you always have an outgoing class of *seniors³*, and the Latino market is exactly that — there is always an incoming class of immigrants and who are coming fresh from other countries, to find jobs and better \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
|  | **Ilan Stavens:** Spanglish is not likely to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in the next 10 to 20 year’s. Just the opposite.  It will become the much more frequent in media that not only targets Latinos but targets the country as a whole ultimately shaping the way we used the English language and used the Spanish language. |
|  | **Kid:**“Like you, with English and Spanish.” |
|  | But don’t get it twisted, Spanglish, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ between English and Spanish, has been around for a long time.  And you can hear it everywhere Spanish speakers live and communicate with one another.  I mean, the last time I was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ through my school parking lot with a friend, I found myself saying: |
|  | The Association of Hispanic Advertising Agencies estimates that Latino purchasing power will grow to over a TRILLION dollars by 2010.  But Ilan Stavans, the editor of the Spanglish \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and Professor at Amherst College, believes the financial impact of Spanglish will be minor when compared to the way it will rewrite culture. |
|  | “Hey! –There’s ***un*** ***Parquiadero***, just step on the ***breaks.***” |
|  | **Kid:**“Papá, why do we have a hybrid?” |
|  | Spanglish is what marketers are using to sell everything from the War in Iraq. |
|  | What’s the new what? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the new ad-lingo. |
|  | When meaning to say “Hey Look! ***A*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ***space***, step on the ***brakes***.” But, according to Catarino Lopez, Creative Director for Bromley Communications, and maker of the BK Chicken Fries Commercial, no one will be stepping on the brakes of the Spanglish Ad craze any time soon. |
|  | **Dad:**“For your fuuuutuuure.”  But this ad isn’t just selling a 30 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ dollar hybrid car. It’s selling something more, assimilation! It runs on gas and electrical \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
|  | **Dad:**Mira aquí. It uses both.” |
|  | And as immigrants become what Lopez refers to as *sophomores4* and juniors5, the products advertisers try to sell them get more and more expensive.  Like this Toyota commercial. |
|  | To Burger King’s fusion food “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fries” |

1. Insira estas palavras que faltam no texto ao ouvir o cd:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| code-switching | Chicken | Spanglish | driving | opportunities |
| power | thousand | Dictionary | parking | disappear |

**Reading**

1. Leia a tirinha e relacione ao texto. O que você descobriu?

