



Portuguese for Doing Business in Brazil: A Task-Based, Language for Specific Purposes Course

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Languages: Portuguese

Level: Beginner, 100

Proficiency Target: Novice (low to high)

Performance Level: Novice

Introduction/Summary Statements for this Curriculum

This is a novice task-based course to be first offered in 8 weeks (3 credits) in the Fall of 2022. It consists in a preparative language course for students who will take a course on Doing Business in Brazil in the following Spring, which contains a study abroad component. The course is designed to teach the most frequent and difficult tasks students will need to perform during their time abroad in Brazil. There are, in this sense, 5 target task types that correspond to expected course outcomes. By the end of the Portuguese for Doing Business in Brazil course, students are expected to perform the following tasks at a novice level:

- Redigir correspondências formais (Write formal correspondence): individualmente, os alunos praticam a pesquisa de contatos de empresas pelas quais tenham interesse e aprendem a redigir e-mails e mensagens de texto que permitam esse contato.
- Relacionar-se com brasileiros (Network with Brazilians): com parceiros, os alunos aprendem e praticam formas culturalmente apropriadas de se relacionar com colegas de trabalho, em conversas telefônicas, reuniões e happy hours, e com outros brasileiros com quem terão contato, como garçons, recepcionistas e motoristas.
- Resumir e analisar estudos de casos (Summarize and analyze Business cases): individualmente, os alunos adquirem ferramentas para compreensão de estudos de caso, como estratégias de leitura e vocabulário específico.
- Organizar e conduzir uma reunião de negócios (Organize and lead a Business meeting): com parceiros, os alunos aprendem e praticam formas culturalmente apropriadas de marcar uma reunião, organizar seus conteúdos e guiar os colegas de trabalho.
- Conduzir uma competição de estudos (Lead a case competition): com parceiros, os alunos aprendem formas culturalmente apropriadas de dar e receber opiniões durante uma competição de estudos.

Each of these 5 target task types are divided into several target tasks. The goal “Network with Brazilians,” for instance, will be achieved through the performance of the following smaller target tasks:

- Make introductions;
- Engage in culturally appropriate small talk before Business meetings;
- Exchange professional and contact information during happy hour;
- Analyze cultural differences between doing Business in the USA and in Brazil;
- Make a phone call to ask, discuss, and confirm information about an appointment;
- Make an appointment or set up a meeting;
- Order food in Portuguese in person, phone, online;
- Talk to hotel clerks, taxi drivers, delivery people, and other locals in basic Portuguese to get around and/or broaden cultural understanding.

Each of these target task requires the development of pedagogical tasks through which students will achieve the smaller goals. The learning plan presented here is models one of these pedagogical tasks.

Student Profile

The intended audience of the Portuguese for Doing Business in Brazil course is students pursuing the Certificate in Spanish and Hispanic Cultures for Global Business and/or Business majors. According to the ACTFL Proficiency Guideline, students in this course may be classified as novice (low to high). Because this is a language for specific purposes course, it is expected that students will advance one level in the ACTFL scale in relation to their proficiency in Business Portuguese by the end of the course (novice low to novice mid, novice mid to novice high, and novice high to intermediate low).

Themes Covered in the Curriculum

These 5 target task types correspond to expected course outcomes. By the end of the Portuguese for Doing Business in Brazil course, students are expected to perform the following tasks at a novice level, as explained above:

- Write formal correspondence;
- Network with Brazilians;
- Summarize and analyze Business cases;
- Organize and lead a Business meeting;
- Lead a case competition.

Sample Learning Plan:

Theme (Big Idea): Networking with Brazilians

Enduring Understandings:

- Doing Business effectively requires building relationships.
- The way relationships are built varies between cultures.
- Relationships are built through language and communication.
- Building relationships across cultures expands one's world knowledge and help them become resourceful and reliable professionals.

Essential questions:

- How should one address colleagues in a professional setting?
- What should one talk about before a professional meeting?
- What should one talk about during a happy hour?
- What non-verbal signs indicate the person is interested, bored, or annoyed?
- What telephone etiquette should one follow?
- At what time do people work, eat, and socialize?
- How does small talk contribute to build confidence

Stage One:**GOALS:**

By the end of this unit, students will be able to:

Communication and Culture:

Introduce themselves and engage in culturally appropriate exchanges in various business settings, including meetings and happy hours.

Connections:

Engage in culturally appropriate networking with Brazilian clients and business partners.

Comparisons:

Be aware of general differences between networking in Brazil and in the United States.

Communities:

Build respectful relationships with international clients, partners, and colleagues.

Stage 2: Acceptable evidence of the student’s knowledge and ability varies according to target task. For a task such as “Engage in culturally appropriate small talk before Business meetings,” evidence would include:

Interpretive: Effectively analyze a video portraying a conversation before a meeting, by identifying conversation topics and non-verbal behaviors.

Interpersonal: Perform an effective role-play of small talk before a Business meeting.

Presentational: Report on the role-play, explaining why that small talk would be effective in the real world and presenting a strategy to achieve effectiveness.

Student Can-do Statements:

As per the NCSSFL-ACTFL guidelines, these are expected students’ can-do statements for the interpretative, interpersonal, and presentational modes of communication of the task “Engage in culturally appropriate small talk before Business meetings:”

- I can identify appropriate topics and behaviors in a conversation before a Business meeting with Brazilians by recognizing practiced or memorized words, phrases, simple sentences, and/or non-verbal elements in texts that are spoken or signed.
- I can communicate in spontaneous spoken or signed conversations before Business meetings with Brazilians, using practiced or memorized words, phrases, simple sentences, questions, and signs.
- I can summarize and present information on strategies to engage in culturally appropriate small talk before a Business meeting with Brazilians using a practiced or memorized words, phrases, simple sentences, and non-verbal elements in spoken and/or signed language.

Stage 3:***Learning scenarios:***

Pedagogical task in which students will participate to prepare them to demonstrate what they know and can do:

Pre-task

- Analyze non-verbal language in the following authentic videos about how to behave in Business meetings in Brazil. These videos are authentic linguistic resources because they have been created for a Brazilian audience intending to learn more about the Business environment. Since some of these videos are long, it is advisable to select parts of it according to the class and the time allotted.
 - “Como se comportar em uma reunião” (<https://www.youtube.com/watch?v=lybJX07aigE>), by Canal TV Nube: this video shows simulations of Business meetings in Brazilian companies and it is useful to show body language and formal and informal ways of communicating and giving your opinion during a meeting. It is a short video, so it is suggested that it be shown completely.
 - “Simulação mediação empresarial” (https://www.youtube.com/watch?v=Ax_PuSyy0ZE), by Canal CAMARB: this is a longer video that shows a simulation of a business meeting for business students in Brazil. It is narrated, so it may be shown without audio to focus on non-verbal language, for example, from minute 4:06-5:00.
 - “Reunião de Agência” (https://www.youtube.com/watch?v=_36digBq6Mk), by Canal Porta dos Fundos: this is a humoristic video that calls attention, by means of exaggeration, to the Brazilian habit of greeting people, even during business meetings, with one, two, or three kisses on the cheek. It is a short video, so it is suggested that it be shown completely.
 - “Peraí” (<https://www.youtube.com/watch?v=qsasFv7xzX0>), by Canal Porta dos Fundos: this is also a humoristic video that calls attention, by means of an exaggeration of phone calls during a meeting, to the Brazilian habit of interrupting each other as a way of turn-taking. It is a short video, so it is suggested that it be shown completely.
 - “Reunião de criação” (https://www.youtube.com/watch?v=8Hn_V9chnGs), by Canal Porta dos Fundos: this is another humoristic video that allows students to observe that Business meetings with Brazilians are often light-hearted and full of smiles and laughter. It is a short video, but the instructor can choose to show it completely or not.

The instructor should use the videos to foster cultural reflection and elicit cultural comparisons. At the 100 level, this discussion can be conducted in English, but it must be accompanied by slides containing the vocabulary to which students might call attention during the discussion. For example, one of the humoristic videos (“Reunião de Agência,” by Canal Porta dos Fundos) exaggerates the fact that Brazilians often greet people with kisses. Since this might call students’ attention, the slides should contain vocabulary such as “um beijo,” “dois beijos,” “um beijinho,” “três para casar,” etc. The instructor should lead the discussion towards the perception of the nature of the interactions that may happen before a business meeting in Brazil.

- Read (scanning) and discuss adapted authentic material about the importance of small talk before business meetings:
 - Dornelas, J. (2015). *Porque vale a pena um bate-papo informal antes de uma grande negociação*. UOL Economia. <https://economia.uol.com.br/ultimas->

- [noticias/colunistas/jose-dornelas/2015/08/10/porque-vale-a-pena-um-bate-papo-informal-antes-de-uma-grande-negociacao.htm](https://www.jrmcoaching.com.br/blog/assuntos-conversar-colegas-trabalho-invista-no-relacionamento-pessoal-sem-envolver-polemicas/): in this specialized online magazine article, Dornelas discusses the benefits of informal conversations before Business meetings to the setting a friendly environment for the Business interaction. He also gives suggestions about how to participate in such conversations. The instructor should have students scan this text for cognates that may express the importance of small talk before business meetings. Then, s/he can have the students brainstorm topics to talk about before a meeting. This can be done in English with translation to Portuguese. Another option is to have students select from a list the topics about which they judge appropriate to talk.
- Marques, J. R. *Assuntos Para Conversar Com Colegas de Trabalho: Invista no Relacionamento Pessoal Sem Se Envolver em Polêmicas*. Blog do JRM. <https://www.jrmcoaching.com.br/blog/assuntos-conversar-colegas-trabalho-invista-no-relacionamento-pessoal-sem-envolver-polemicas/>. In this text, Marques provides a detailed list of topics about which to talk before a Business meeting in avoidance of faux pas. The instructor may lead the students to compare their selection of conversation topics with this list, calling attention to what a Brazilian would consider culturally appropriate.
 - Drawing from the reflections, have students watch one of the following suggested videos in order to (1) observe the expected non-verbal language; (2) identify the topics in discussion; (3) extract a model to reproduce:
 - “Primeiro dia de trabalho: o que fazer e postura profissional no mercado de trabalho” (https://www.youtube.com/watch?v=16b_jhT0MTU), by Canal Adriana Cubas: in this video, the YouTuber presents and acts out a woman’s first day at work, providing suggestions in relation to what to talk about and how to behave around colleagues she has just met.
 - “Colegas de trabalho: como lidar e ter um bom relacionamento e desenvolvimento profissional” (<https://www.youtube.com/watch?v=DKsZgZzzKIo>), by Canal Adriana Cubas: in this video, the YouTuber presents and acts out situations between workmates.
 - With the students, the instructor builds and have them practice sentences, questions, and answers for a conversation about different topics before a meeting.

Main Task Cycle:

- In the first part of the task, students are divided into pairs and/or trios. Each student receives a handout with a situation and a role (written in English with key words in Portuguese, or translation to Portuguese). Examples of situation are: a meeting on a hot summer day; a meeting on a Monday morning; a meeting on a Friday afternoon; a meeting on a day of an important soccer game in the city; a meeting after a holiday. Examples of roles are: you have just arrived in town from a much colder place (student A), and your colleague has just arrived in town from a much colder place and you want to ask about their adaptation to the weather (student B); you have spent a holiday at the beach (student A), and your colleague seems to have had a holiday at the beach and you want to get their recommendation for a future trip (student B).
- Students perform small talk according to their roles in the given situation.

- Students prepare to present their performance to the class. Instructor provides feedback pair by pair.
- Students perform their small talk to the class.

Post-task:

- The instructor leads a simple conversation in Portuguese about the cultural appropriateness of the small talks performed, relying on the structures and vocabulary built with students and on the authentic resources used in class.
- The instructor focuses on form: in this part of the lesson, grammar instruction should be deductive as much as possible. Instead of explicit explanations, use contextualized examples, especially examples taken from students' models and performances.
 - Differences between questions in English and Portuguese (e.g. word order);
 - Interrogative words in Portuguese;
 - Frequent verbs in Portuguese: “ser” and “estar.”
- In the same pairs as before, students incorporate insights from the focus on form part into their performance.
- Students present their small talk to the class one more time.
- To conclude, the instructor reaffirms what students can now do.

Resources suggested in the plan:

Nubevagas. (2014, May 16). Como se comportar em uma reunião [Video]. YouTube.

<https://www.youtube.com/watch?v=lybJX07aigE>

CAMARB. (2017, Sept. 29). Parte 1: Apresentação SIMULAÇÃO MEDIAÇÃO EMPRESARIAL

CAMARB ICFML E PUCMINAS [Video]. YouTube.

https://www.youtube.com/watch?v=Ax_PuSyy0ZE

Porta dos Fundos. (2017, Apr. 10). Reunião de Agência [Video]. YouTube.

https://www.youtube.com/watch?v=_36digBq6Mk

Porta dos Fundos. (2016, Oct. 24). Peraí [Video]. YouTube.

<https://www.youtube.com/watch?v=qsasFv7xzX0>

Porta dos Fundos. (2015, Nov. 7). Reunião de criação [Video]. YouTube.

https://www.youtube.com/watch?v=8Hn_V9chnGs

Adriana Cubas. (2019, Jun. 17). Primeiro dia de trabalho: o que fazer e postura profissional no mercado de trabalho [Video]. YouTube.

https://www.youtube.com/watch?v=16b_jhT0MTU

Adriana Cubas. (2019, Jun. 5). Colegas de trabalho: como lidar e ter um bom relacionamento e desenvolvimento profissional [Video]. YouTube.

<https://www.youtube.com/watch?v=DKsZgZzzKIo>

Online articles:

Dornelas, J. (2015). Porque vale a pena um bate-papo informal antes de uma grande negociação. UOL Economia. <https://economia.uol.com.br/ultimas-noticias/colunistas/jose-dornelas/2015/08/10/porque-vale-a-pena-um-bate-papo-informal-antes-de-uma-grande-negociacao.htm>

Marques, J. R. Assuntos Para Conversar Com Colegas de Trabalho: Invista no Relacionamento Pessoal Sem Se Envolver em Polêmicas. Blog do JRM. <https://www.jrmcoaching.com.br/blog/assuntos-conversar-colegas-trabalho-invista-no-relacionamento-pessoal-sem-envolver-polemicas/>