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**Loan words in the Brazilian Feminist Movement:
Anglicisms in Mediatic Context**

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Loan words in the Brazilian Feminist Movement:
Anglicisms in Mediatic Context

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**LOAN WORDS IN THE BRAZILIAN FEMINIST MOVEMENT:
Anglicisms in Mediatic Context**

Artigo apresentado ao Programa de Graduação em Letras da Universidade Federal de Pernambuco, Centro de Artes e Comunicação, como requisito para a obtenção do título de Licenciatura em Língua Inglesa.

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Abstract

Globalization expands the process of spreading foreign words from all over the world. In this scenario, the United States of America represents the major economic, technological, and military power in the world (CRYSTAL, 2003; CARVALHO, 2002), which naturally impacts other cultures and languages, including the Brazilian Portuguese Language (BPL). That influence can also be observed in other fields, such as social movements (being Feminism a current representative). Once the Feminist Movement is present in many countries, and face some similar problems related to women issues, it is expected that the English Language influence will be present in the Feminist speech. This work is a documentary research that aims to verify the presence of Anglicisms in the Brazilian feminist speech that has been spread through online news (more specifically by the websites *Gl*, *Uol*, *Capricho* and *Marie Claire*) from 2017 to October 2022. Seventy-four (74) occurrences of Anglicisms were found in those websites to compose the corpus of analysis. The analysis considered quantitative and qualitative perspectives. The qualitative analysis brings considerations from Paiva (2001) and Carvalho (2002) upon the presence of loan words in the Brazilian lexicon. Results have shown that Anglicisms present in the Brazilian Feminist Movement are a dynamic phenomenon. Also, the work reinforces the importance of digital communication technologies in fomenting discussions that facilitates the spreading of loan words.

Keywords: Globalization; Anglicisms; Feminist Movement.

Resumo

A globalização expande o processo de propagação de palavras estrangeiras ao redor do mundo. Nesse cenário, os Estados Unidos representam o maior poder econômico, tecnológico e militar do mundo (CRYSTAL, 2003; CARVALHO, 2002) que, naturalmente, impacta outras culturas e línguas, incluindo o Português Brasileiro (PB). Essa influência pode ser observada em outros campos, como os movimentos sociais (sendo o Movimento Feminista um representante atual). Uma vez que o Movimento Feminista está presente em muitos países e enfrenta situações semelhantes relacionadas às problemáticas femininas, espera-se que a influência da Língua Inglesa esteja presente no discurso feminista. Este trabalho é uma pesquisa documental que objetiva verificar a presença de Anglicismos no discurso feminista divulgado por notícias online (mais especificamente provenientes dos sites *Gl*, *Uol*, *Capricho* e *Marie Claire*) de 2017 a outubro de 2022. Setenta e quatro (74) ocorrências de Anglicismos foram encontradas nesses sites para compor o *corpus* de análise. A análise considerou perspectivas quantitativas e qualitativas. A análise qualitativa trouxe considerações de Paiva (2001) e Carvalho (2002) a respeito da presença de palavras estrangeiras no léxico brasileiro. Os resultados mostraram que os Anglicismos presentes no Movimento Feminista Brasileiro são um fenômeno dinâmico.

Além disso, o trabalho reforça a importância das tecnologias de comunicação digital em fomentar discussões que facilitam a propagação de palavras estrangeiras.

Palavras-chave: Globalização; Anglicismos; Movimento Feminista.

Introduction

The Portuguese language spoken in Brazil is a rich language in terms of vocabulary (TEYSSIER, 2001). However, this wide range of terms does not mean that the Brazilian Portuguese Language (BPL) is linguistically immune to foreign words. On the contrary, this language has been influenced by other languages, such as Tupi (an indigenous language), African languages (due to slavery), German, Italian, Spanish, Japanese, Arabic, French and English (COUTO, 2010; OLIVEIRA, 2018). The latter being a more recent influence due to a globalized reality where the English language is recognized as a global language (CRYSTAL, 2003).

The English language conquered a space in the global scenario as a result of its influence in a diversity of fields such as technology, science, economics, army, industries, and culture. In Brazil, it creates new contexts that lead to foreign words' penetration along with the English-speaking countries' values (PAIVA, 2001). Also, the communication media - especially the internet - provides a space for loan words to circulate freely among its users (REIS, 2020).

Another field influenced by the English language is the Brazilian social movements as they have been shaped by international theories and terms. The Feminist Movement, which is the focus of this work, is a movement also affected by foreign theories and words. It has been observed that the use of English words connected to this movement is an increasing phenomenon. Thus, this paper seeks to answer the following question: To what extent are Anglicisms present in the Brazilian Feminist Movement spread by online news?

Consequently, the main objective of this research is to verify the English language recurrence in the Feminist Movement in Brazil and to observe how this influence happens by examining the use of those Anglicisms in news websites. Therefore, this work is a documentary research, whose corpus consists of news, which contains Anglicisms in their headlines, published on the following selected Brazilian websites - *Gl*, *Uol*, *Capricho* and *Marie Claire* - from 2017 to October 2022. The news articles were analyzed in both quantitative and qualitative perspectives. This specific media was chosen due to its role in spreading terms as it is viewed and commented on by a wide range of online users.

Moreover, this work will bring a theoretical framework to contextualize (1) the expansion of the English language in the world consolidating its status as a global language;

(2) the use of Anglicisms in the Brazilian society as well as its obstacles; and (3) the historical changes that occurred in the Feminist Movement in Brazil.

1. English as a Global Language

To recognize the concept of English as a global language, it is important, firstly, to apprehend what a global language is and its features. As David Crystal says, a certain language “achieves a genuinely global status when it develops a special role that is recognized in every country” (CRYSTAL, 2003, p. 3).

The author affirms that it can be done in two different ways. The first one is becoming the official language, figuring in official communication and services; while the second way is to become a priority in a country as a very important language to be taught (as a foreign language). According to Crystal, English has achieved these two perspectives and it is considered a global language.

Furthermore, a global language is not something that starts out of nowhere; it is a process; it requires time, and it is related to power relations (CRYSTAL, 2003). For instance, Latin was once the global language throughout the Roman Empire, and that was not directly connected only to the number of Latin speakers. Related to this, Crystal reinforces how power is important when considering global languages:

[About the Roman Empire] They were simply more powerful. And later, when Roman military power declined, Latin remained for a millennium as the international language of education, thanks to a different sort of power – the ecclesiastical power of Roman Catholicism. (2003, p. 7)

Nevertheless, why such an ordinary and common language like English (PANDARANGGA, 2015) is the main global language and not another language instead? To answer this question, Crystal (2003) considers two main points: the British influence upon its colonies that reached its peak during the late XIX century and, in the next century, the independent United States emerging as the greatest economic and military power.

Thus, to comprehend the relevant aspects about English as a global language, it is essential to understand the historical background that is related to the dominance of a wide range of countries in all continents of the world. And, secondly, to notice the huge influence of the USA as a powerful country in the economic, military, technological and cultural field. In addition, it is relevant to observe how this historical English background is linked to the different ‘Englishes’ around the world. That is related to the fact that the English language has

reached these countries in different times, through different situations and with different purposes.

According to Crystal (2003) about different 'Englishes', there is the concept of the 'three circles of English'. The first one is the Inner Circle, with the countries that have English as a first language (L1): those are the USA, UK, Ireland and others (around 320-380 million speakers). In the Outer Circle, there are the countries that have English as a Second Language (L2): those are India, Singapore, among others (around 300-500 million speakers). And the last circle, the Expanding Circle (around 500-1,000 million speakers-), is where there are the nations that have English as a Foreign Language (China, Brazil and others.). "It suggests that approximately one in four of the world's population are now capable of communicating to a useful level in English." (CRYSTAL, 2003, p. 61)

Besides that, the English cultural legacy is a strong point related to this great expansion and power around the world. According to the author, English is also connected to the world due to its wide range of cultural productions. English is present in the mediatic context where many countries are in contact with a diversity of advertisements, movies, popular songs, and, more recently, computer science and the internet.

The internet that was born in the USA had a significant impact in the consolidation of the United States as a powerful country, as well as the English language as an influential language throughout the globe (CRYSTAL, 2003). In addition, the internet is a potential tool to expand the language (CRYSTAL, 2005) and to spread different terms as its users are active in this digital space (also called cyberspace) and they are in constant contact with different users (SILVA, 2020). Those digital spaces can potentialize the changes in a given language once the modifications in the lexicon are directly linked to its usage (CARVALHO, 2002).

Therefore, the impact of the English language and terms can be observed in different societies and languages worldwide (PAIVA, 2001). That is the case of Brazilian Portuguese that has in its lexicon words borrowed from the English in a wide diversity of fields as can be seen in the next topic.

2. Anglicisms in the Brazilian Society

First, it is pertinent to point out that the use of loan words is a common practice in language development (SILVA and VIEIRA, 2020). According to Negreiros (2005, p. 3, our translation), "the lexicon of a language is formed by vernacular constructs and by words borrowed according to the social context of a nation".

The differences in culture, technology, and new contexts, often lead to the creation of specific vocabulary, as Borceda states (2006, p.22, our translation): "The words are created as a reflection of the creativity and linguistic competence of speakers to fulfill gaps in the lexicon when a signifier is missing to represent a concept, or to create stylistic effects". Once those contexts and realities spread to new places, it carries the new words along. However, the terms do not come alone, they bring their foreign culture and values with them (PAIVA, 2001).

There is a wide range of concepts about what would be the borrowing words phenomenon. Some of them focus on contact between languages due to territorial distribution; others center only on the linguistic processes and others focus on cultural and technological exchanges. Borrowing words can be briefly defined as the practice of importing words from a different language (CARVALHO, 2002). In this context, Anglicism would be the "word or expression from the English language, used in other languages" (ALMEIDA, 2006, our translation).

The insertion of foreign words in the vocabulary of another language is directly related to the contact between people and the historical context. Brazilian Portuguese has been influenced by other languages, such as Tupi, once many native people have spoken this indigenous language; African languages, due to the intense slavery historically practiced by Portuguese colonizers; German, Italian, Spanish, Japanese and Arabic, which maintained contact with BPL due to the migration processes in the XIX and XX centuries; French, which influenced the cultural scenario (COUTO, 2010; OLIVEIRA, 2018); and, finally, English, as the USA has conquered space as a *Lingua Franca*, a result of its influence in a diversity of fields such as technology, science, economics, army, industries, and culture (CRYSTAL, 2003). Related to that, Carvalho (2002) highlights that the biggest amount of loan words in BPL are from American English.

Some examples of Anglicisms that are present in Brazil: *hardware, software, pen drive, software, laptop, smartphone, QR code, layout, mouse* (technology), *commodity, bitcoin, bet* (economics) *fast food, hamburger* (adaptation of hamburger), *ketchup, barbecue, coffee-break* (food), *low poo, no poo, water only* (beauty industry), *pop, rock, lo-fi, hip hop, blues, jazz, death metal* (music), and many more.

Despite being considered by linguists as a normal process (NEGREIROS op. cit.; BORCEDA op. cit.; ASSIS-PETERSON, 2008), borrowing words from foreign languages may be seen as a cultural deconstruction if considering a 'purist' view. One outstanding event on a conservative perspective of maintenance of Brazilian Portuguese was a law proposed, in 1999,

by Aldo Rebelo, a Brazilian parliamentarian, which would turn into crime borrowing foreign words in Brazil (ALMEIDA, op. cit.). After undergoing many changes, the law was approved by the Federal Senate, but it was not implemented once it was not sanctioned by the president.

It confronted some linguists' opinion (ALMEIDA, op. cit.), once modifications in a given language are related to the changes in society, because the language is a dynamic social fact (COELHO et al. 2012; SILVA AND VIEIRA, 2020). Also, to censor a language is to forget that its specificities point out the influences and ideologies present in each society (CARVALHO, 2002).

In this work, the linguistic process under study (Anglicism) is related to social factors, since it involves a social movement (the Feminist Movement) and cultural factors, once struggles faced in different cultural contexts are arousing reactions and importing Anglicisms to the Brazilian scenario.

3. Feminism in Brazil

In order to understand the history of Feminism in Brazil, it is important to consider that it did not start out of nowhere in the Brazilian scenario. Instead, it was highly influenced by a global context, mainly French and British, where women, as well as the society at large, were incorporating a new perspective of reality: the capitalist system. As mentioned by Costa and Sandenberd (2008), this system has started changing the family relationship and women's role in society due to the Industrial Revolution. In addition, Feminism was also influenced by the global movement that began in the early 20th century: women's suffrage movement.

According to Rago (2012), in Brazil, Feminism had an elite tendency at the beginning of the early 20th century. The traditional women, who considered themselves as feminists, did not support a revolutionary position as an option and, in this historical moment, their focus was reflecting upon their own traditional roles. Also, their Feminism did not embrace all the women in society; their goal, then, was to talk to the privileged women.

Margareth Rago (2012) highlights that a broad and revolutionary perspective was already a reality around some women, but it was not supported by these feminists (also called "Liberal feminists") because they did not aim to debate or reflect on some women's issues, such as precarious work conditions, low salary or even to combat a submissive condition. On the contrary, the liberal feminists were comfortable with their submissive reality and used to reinforce this condition among other women. To strengthen those ideas, they created articles reinforcing proper "behaviors" that women should perform to satisfy their husbands. But, in

1949, the Feminist Movement acquired a new view after the publication of the book “The Second Sex”, by Simone de Beauvoir. It was a significant fact due to its focus on women issues and male domination. Furthermore, it brought a political view to this subject (GROSSI, 2004). Many years later, Feminism was about to change in Brazil due to political issues: the Brazilian military dictatorship.

Feminism, as a social movement, was born during the military dictatorship in the 70's because:

The social movements don't come by chance, they are born of social struggles. Social struggles happen when groups of people who face injustice, domination or exploration situations act together with the purpose of changing this situation in a certain context. (CAMURÇA; SILVA, 2008, p. 8, our translation)

The Feminist Movement was, then, born in Brazil, and it was also shaped by other perspectives of Feminism around the world, mainly in Europe and the USA, as well as in the Latin America. Also, as mentioned by Sarti (2004), it was highly influenced by the Communist tendency that embraced the female issues, which means that the Feminist Movement was another social movement affected due to the military dictatorship's views against Communist and Social Movements.

Besides the Feminist Movement, other Social Movements were increasing and fighting for their own existence. Even the Catholic church has fought for these movements against the military government (ALVES, 2003). This political situation was, indirectly, connecting several social movements, and even though there were specific Feminist demands at that time, the biggest aim was to bring back democracy. Because of that, particular causes that were part of those social movements were not a priority (SARTI, 2004).

The specific demands and issues that were part of the Feminist agenda only could return as a priority in the Brazilian scenario after the amnesty law, in 1979. The amnesty law brought back the women who had to abandon their country to seek for their own safety. With those women back, the reinforcement of the Feminist Movement was certain. It is important to highlight that those Brazilian feminists were not back to their homeland without some cultural perspectives from those countries, once some of them were in the USA or Europe and returned to Brazil with new viewpoints and ideas to build and reinforce the Brazilian Feminism (SARTI, 2004).

After the end of the military government in 1985, Feminism could gain even more strength and finally could fight for its own needs. The Feminist Movement could, now, have a new face. It is concerned not only with practical issues related to laws, but also worries about

the subjective female issues and how women are physically and mentally abused in society, because now it believes that different female groups have different backgrounds and suffer different abuses. Moreover, Feminism now considers women in their singularities and their own demands (SARTI, 2004).

This new perspective on Feminism leads to new discussions once the contexts where women are present, are very dynamic. It is important, then, to recognize how the language also permeates those discussions.

4. Methodology

This work consists of a documentary research. The data comprises English terms, that have been used in Brazilian online news, which contains Anglicisms in their headlines, regarding the Feminist Movement. The selected websites were: *GI*, *Uol*, *Capricho* and *Marie Claire*. They were chosen due to the recurrence of English words linked to the focus of this research. The data was collected considering the period between 2017 and October 2022. That period was selected because one could perceive that the use of English words related to Feminism as an increasing phenomenon. Thus, the focus is the news connected to the Feminist Movement and women's issues. Online news related to women empowerment; women harassment and similar themes were also objects of our discussion.

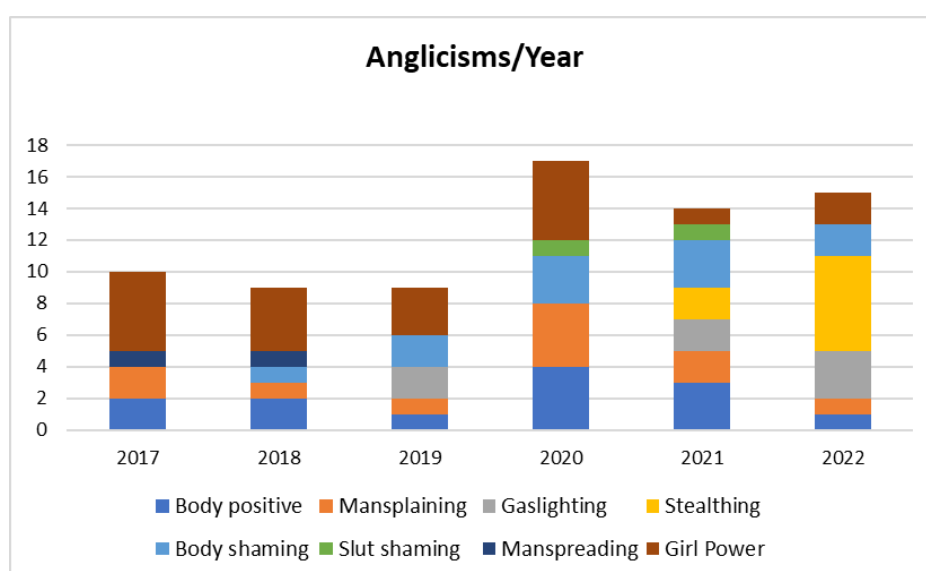
Once the data was collected, it was analyzed in both quantitative and qualitative perspectives. First, the analysis considered the meaning, origin (if available) and word class of the terms. Secondly, the focus was upon the mediatic context itself. The following elements have been examined: (a) the website, (b) the target audience, (c) the type/nature of the news, (d) which terms appeared more often in the selected articles, (e) if the recurrence of those terms has been increasing or decreasing, and (f) whether the Anglicisms were explained in any point of the text.

One example from each news website will be analyzed individually, totalizing four examples. The number of examples were limited due to the limit of this paper. Other occurrences can be seen in the table below.

5. Results and Discussion

From the research on the selected websites, 74 occurrences of 08 Anglicisms have been found. These terms are: “body positive²”, “body shaming”, “body shaming”, “gaslighting”, “girl power”, “mansplaining”, “manspreading”, “slut shaming³”, and “stealththing”.

Below, there is a chart with the recurrence of the words throughout the years. Their word class, meaning and origin can be observed on the table that will be shown afterwards (the data was based on Cambridge Dictionary Online):



(Source: the author, 2022)

As it can be noticed, three terms have been present in all the six-year research, which are: body positive, mansplaining and girl power. These terms had respectively thirteen, eleven and twenty occurrences. Also showing elevated occurrences is *body shaming/body shame*, which appeared eleven times in the search, although it has not been present in 2017's results.

The numbers show a small fluctuation along the years. However, no clear pattern can be seen, except for the fact that in the last three years there has been an increase in at least 40% of the results if compared to the data between 2017-2019. It is possible to affirm, then, the existence of the language dynamicity as mentioned by Carvalho (2002).

² The term *body positivity* is also used with the same purpose.

³ Or *slut shame*, both were present in the news.

In agreement with the author, the possibility for some terms to appear more frequently in some historical moments than others is because language witnesses the ideological perspectives of a given society and reflects the society that is expressed through the language (CARVALHO, 2002). That means that some female issues were more present in some years and brought discussions that evoked specific vocabulary. Moreover, as mentioned by Valadares (2013) based on Labov (2008), the usage of specific terms by social groups during a given period does not mean, necessarily, that this term will remain in the language.

The data related to the 74-news content was collected and analyzed. The research tried to identify if the news had an explanation on the anglicism used; what subjects the news were fit in; if the information described any specific national or international context and who were involved in the news, for instance, a celebrity; a common person; expertise in the subject and others.

Around 54% of the anglicisms present in the headlines were explained in some part of the news. The terms were also exemplified, to facilitate the readers' comprehension. From the other 46% occurrences which had no explanation along the text, the greatest part was from the term "girl power" (56%), followed by *body shaming* (20,5%), *body positive* (17,5%), *gaslighting* (3%) and *stealth* (3%). "Girl power" is an expression used since the 1990's and has been widespread through cultural, mediatic and commercial content on a global level (TOMAZ, 2012). Therefore, its meaning and its representativity is already established in Brazilian culture and media too. The other Anglicisms have been introduced more recently and are still being incorporated by people; so, their use will commonly lead to a need for explanation.

The subjects related to the news were quite diverse, although some themes were very recurrent. The research verified the presence of themes such as beauty (22%), behavior (22%), entertainment (16%), gossip (12%), violence (8%), mental health (7%), body health (6%), knowledge (2%), and the less common, law, fashion, LGBTQIA+ cause, variety, and opinion, each one holding 1% of the news' subject.

The most evident themes must be related to the sources' target audience, once they are focused on the feminine audience; thus, (feminine) beauty, behavior that affects women, gossip about female personalities, and psychological violence cases that affect mainly women's mental health.

The biggest part of the material analyzed was related to personal experiences described on the news. Although the websites consulted were in Portuguese, many narratives were related

to international context (45%), involving people from other countries. The news which contained national reports were present in 41% of the cases, while news which had no personal cases and had a general approach was characterized in 13% of the material analyzed and 1% brought examples both in Brazilian and in foreign contexts.

From the seventy-four (74) results examined, only five had no experiences narrated or people interviewed. The other sixty-nine news involved people that played a part in the main narrative or helped develop the text by giving an opinion or technical information. Considering the sixty-nine articles filtered, 27,5% had specialists' speeches (such as psychologists, lawyers, prosecutors, and doctors); 11,6% contained common people's stories and 76,8% described some experience on celebrities' lives. The last group included mainly digital influencers, pop singers, actresses, writers, journalists and so on. People and experiences usually linked to social media and with a representative public life, in many times, defending women rights.

Carvalho (2002) highlights the press' role on spreading loan words through its use and people's access to media's content. This aspect can be seen in the research framework once it was found in a short period of time many news which contained Anglicisms in Feminist context on just a few online journals and magazines.

Anglicisms	Word Class	Meaning	Origin
Body positive Available at: rb.gy/jq4vaa	adjective	“accepting and liking human bodies of all different sizes and shapes, especially your own body”	The term was created in 1996 by Connie Sobczak and Elizabeth Scott, founders of The Body Positive (organization), however its origin goes back to the Fat Liberation Movement in the 1970's. This term was known around 2011, when associated with the fat activism movement online (GIBSON, 2017)
Body shaming Available at: rb.gy/qyvntb	noun	“criticism of someone based on the shape, size, or appearance of their body”	Information not found.
Gaslighting Available at: rb.gy/0jr2jr	noun	“the action of tricking or controlling someone by making them believe things that are not true, especially by suggesting that they may be mentally ill”	Derives from the movie Gaslight (1944) where the protagonist, Gregory, deliberately manipulates her wife, Paula, making her believe that she imagined the gas lights dimming. His aim was making her get confused about her own sanity in order to take financial advantage of her. (RIGGS, BARTHOLOMAEUS, 2018)

<p>Girl power</p> <p>Available at: rb.gy/tdfms6</p>	noun	<p>“the idea that women and girls should be confident, make decisions, and achieve things independently of men, or the social and political movement that is based on this idea”</p>	<p>Refers to the 90s’ American movement Riot Grrrls (part of the musical scenario punk) that was confronting the place young women were supposed to occupy once they were not valued for playing instruments and ended up only consuming music. The idea was to resignify the word girl to go beyond the mainstream idea of fragility linked to the feminine universe (GONICK, 2006; TOMAZ, 2012)</p>
<p>Mansplaining</p> <p>Available at: rb.gy/pucyxb</p>	noun	<p>“the act of explaining something to someone in a way that suggests that they are stupid; used especially when a man explains something to a woman that she already understands”</p>	<p>The term got popular after being used in the book “Men Explain Things To Me” by the American author Rebecca Solnit in 2008. (ESPÍNOLA <i>et al</i>, 2020)</p>
<p>Manspreading</p> <p>Available at: rb.gy/dll9q5</p>	noun	<p>“the act of a man sitting, especially on public transport, with his legs spread wide apart, in a way that means that the people next to him have less space”</p>	<p>According to Martin (2015), the term has been recorded on Twitter since 2008, but got famous after being associated with public transportation campaigns against the practice since 2013 in Australia, France and USA.</p>
<p>Slut shame</p> <p>Available at: rb.gy/gecfyi</p>	verb	<p>“to talk about a woman's sexual behaviour in order to embarrass her and make people disapprove of her”</p>	<p>The origin is not clear, however the term got notorious after the SlutWalks protests that began in 2011 in Canada. This march protested against sexual violence and celebrated women’s sexual empowerment. (REGGER, 2015)</p>
<p>Stealththing</p> <p>Available at: rb.gy/1pydfs</p>	noun	<p>“the act of a man intentionally and secretly taking off a condom (= a thin rubber covering that can be worn on the penis) during sex, although it had previously been agreed with his sexual partner that a condom will be worn”</p>	<p>Curiously, this word was dubbed on online sub-communities by people who practiced stealththing (BRODSKY, 2017), however, the theme (and the term) got known after Brodsky article (on stealththing criminalization) being discussed on mass media (THOMSON, 2019).</p>

Below, there go some examples of the terms and the websites that appeared in our research for the purposes of this paper.

Capricho (2017)

The news above was published by the website *Capricho* that describes itself as a web page with “news about TV series, music, and celebrities. Discussions on mental health and Feminism. Tips about fashion and beauty that value who you are.” (our translation)⁴. In the example, the Cuban-American singer Camila Cabello replies to the body shaming she has faced in social media. The news was based on stories published by the singer on her Instagram. The website maintains the original text written in English by the artist that uses “body shaming” in her post (“[...] my eyes accidentally ran over a headline of people body shaming me [...]).

The expression “body shaming” is used in contexts where girls and women are humiliated or diminished for their physical characteristics (for being seen as too fat, or too skinny, or any other physical aspect that is considered different or ‘not standard’ in society) (GÂM, 2020).

The term is used by *Capricho* as a reflection of the society and community that talks about body shaming once the term was not directly chosen by the webpage. It came as a result of discussions proposed by individuals (in this case, Camila Cabello) that are denouncing their situations in cyberspace (FERRAZ, 2017). Cabello’s discussions on Feminist issues are also highlighted due to her representation as a celebrity.

REPORTAGEM

'Gaslighting' médico: mulheres na menopausa têm seus sintomas ignorados

UOL VivaBem (2022)

The news above was published by VivaBem (UOL) that describes itself as “the new channel about health and welfare from UOL where there is trustful information based on science, tested tips and specialists’ orientations.” (our translation)⁵. In the news, women during menopause were telling about the gaslighting they have faced while talking to their doctors about their uncomfortable symptoms.

Even though the term Gaslighting appeared after the movie *Gaslight* from 1944 (RIGGS AND BARTHOLOMAEUS, 2018) where the context was related to an abusive husband, this term, now, goes beyond. It is not only related to relationships between lovers. As mentioned by

⁴ The original text is available at <https://capricho.abril.com.br/beleza/camila-cabello-rebate-body-shaming-nas-redes-celulite-e-normal/>

⁵ The original text is available at <https://www.uol.com.br/vivabem/colunas/ageless/2022/09/02/gaslighting-medico-mulheres-na-menopausa-tem-seus-sintomas-ignorados.htm>

Abramson (2014), *gaslighting* can happen whenever we have interactions with other human beings; but women, in fact, are more likely to suffer this kind of abuse.

Thus, that is the contemporary view on *gaslighting* present in the news as we have the concept related to the medical environment. It shows how language is dynamic and can be used in different contexts in different historical moments. According to the Sociolinguistics approach, it happens due to the inseparable connection between the language and its users as well as its environment (CARVALHO, 2002).

J. K. Rowling sai em defesa de escritora que foi vítima de "mansplaining"

Marie Claire (2017)

The headline above was published by the webpage *Marie Claire*. On its website, it is possible to see the following description: "Being intelligent is fancy. Tips and news about Fashion, Beauty, Love and Sex, Horoscope, Feminism. Everything the modern woman must know with Marie Claire." (our translation)⁶. The news refers to the British author J.K. Rowling - internationally famous since the publication of the book *Harry Potter and the Philosopher's Stone* - who defended another author, Laura Kalbag, victim of *mansplaining* on the social media *Twitter*.

The term *mansplaining* is not used by Rowling or Kalbag in any moment on their online publications. It was chosen by Marie Claire ("[...] Percebendo um ato de "mansplaining", J. K. Rowling saiu em defesa da colega de profissão.[...]") considering its target audience that is familiar with Feminism issues in their publications, once the theme is present in the description of their website.

Marie Claire chooses an expression that is recognized in a given moment and that is part of the Lexicon of the Feminist Movement in Brazil once English terms, vocabulary and foreign cultural values are intrinsically linked (PAIVA, 2001).

Furthermore, the social media and the cyberspace (FERRAZ, 2017) stimulated the discussions brought by the webpage once the whole situation took place in a digital environment (Twitter).

⁶ The original text is available at <https://revistamarieclaire.globo.com/Mulheres-do-Mundo/noticia/2017/08/j-k-rowling-sai-em-defesa-de-escritora-que-foi-vitima-de-mansplaining.html>

'Tirou a camisinha sem me falar': entenda o stealthing, violência sexual que pode ser alvo de processo

G1 (2021)

The news above was published on the website *G1*. That is the description from the webpage: “Latest news from Brazil and from the world, about politics, economics, jobs, education, health, environment, technology, science, culture and cars.” (our translation)⁷. The news refers to the act of removing a condom without telling the sexual partner (stealthing) that is now considered a crime in California (USA).

This piece of news has a different perspective from the previous ones as it is related to a criminal situation. There are views upon this situation considering different countries and cultures once it mentions that *stealthing* is already a crime in Britain and in California. It highlights that some women felt betrayed but did not know if it is considered a crime or not and some of them only heard about that through a British TV Show.

G1 tried to make a parallel between the new laws in Britain and California and the laws in Brazil, where the practice is still not criminalized, although it also victimizes Brazilian women. The news brings discussions and, as *stealthing* was initially considered a crime in English speaking countries that already has a term for that, we import the word as well as its culture (PAIVA, 2001).

We have shown to present four (4) examples from the news websites despite having found 74 appearances of anglicisms regarding the Feminist Movement in Brazil. Nevertheless, readers may see the other examples selected at their site (on the table above).

Concluding Remarks

After analyzing the data obtained from the research, it could be seen that there are indeed English words used in Brazilian Feminist Movement spread by online news. That may be related to the social and cultural nature of these words, as well as the globalization that facilitates the penetration of English terms in different scenarios, including social movements more specifically the Feminist Movement, object of this paper. Social issues nowadays reach people due to its borderless nature once communication technologies can connect people from all over the world. Moreover, the same social struggles may affect people from different

⁷ The original text is available at <https://g1.globo.com/saude/sexualidade/noticia/2021/12/11/tirou-a-camisinha-sem-me-falar-entenda-o-stealthing-violencia-sexual-que-pode-ser-alvo-de-processo.ghml>

countries, and as these events are perceived and named by people, its correlated vocabulary can be borrowed by other languages to fulfill lexical gaps.

The incorporation of new words may suggest, as well, that women are still discovering social problems and men's behavioral problems which need to be faced, not only in Brazil, but in many societies.

The results have revealed the following Anglicisms: *Body Positive*, *Body Shaming*, *Gaslighting*, *Girl Power*, *Mansplaining*, *Manspreading*, *Slut-shame* and *Stealthing*. These words show the fluid aspect of the language, once some terms are established (*Girl Power*, *Body Positive* and *Mansplaining*) while others may not be adopted (*Manspreading* and *Slut-shaming*).

Moreover, the point of view held in this work have been found terms more frequent (or not) in different historical moments indicating, somehow, the dynamicity and evolution of the Feminist Movement agenda in Brazil, as well as the discussions and issues that were more or less relevant in different moments. As shown, language has the power to give hints on what has been happening regarding those social aspects in a given moment.

It was verified that some Anglicisms needed to be explained in the news' text, while others did not. "Girl power", for example, was not explained because the term has been used, historically, since the 1990's. Furthermore, some expressions, like "Girl power" and "Gaslighting" have been used in contexts different from what they used to, although preserving some of the original idea — for "Girl power", women empowerment and freedom; for "Gaslighting", making another person doubt of its own mental sanity.

This work brings a brief overview on the present use of Anglicisms by the Brazilian Feminist Movement disseminated by online news. This content may help the development of future research on related subjects, as well as to know the language evolution in this specific context.

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