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A INFLUÊNCIA DO VOCABULÁRIO DA LÍNGUA INGLESA NO COTIDIANO DA CIDADE DE FORTALEZA

THE INFLUENCE OF THE ENGLISH VOCABULARY ON EVERYDAY LIFE IN THE CITY OF FORTALEZA

LA INFLUENCIA DEL VOCABULARIO EN INGLÉS EN LA VIDA COTIDIANA DE LA CIUDAD DE FORTALEZA

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RESUMO: O objetivo deste trabalho é demonstrar, através de fotografias tiradas no dia a dia da cidade de Fortaleza, Ceará, a presença da língua inglesa em diferentes composições, com ênfase no âmbito comercial. Foram observadas diferentes configurações da língua inglesa neste contexto: o uso do inglês correto, o uso do inglês incorreto, o uso da combinação do português com o inglês, o uso do inglês mas com uma "estrutura" do português e finalmente, o uso do caso genitivo da língua inglesa com a utilização do apóstrofo e a letra s ('s). As fotografias foram tiradas de forma casual e reunidas nos grupos citados. A presença destas combinações dá-se em diferentes meios comerciais, do setor da alimentação ao setor de serviços, compondo assim um amplo leque de possibilidades. Chegou-se a conclusão que a língua inglesa representa um desejo de sofisticação e contemporaneidade dos empreendimentos exemplados com o intuito de atrair maior público e diferenciar-se da concorrência.

Palavras-chave: Vocabulário. Língua inglesa. Cotidiano.

ABSTRACT: The goal of this work is to show, through photographs taken around the city of Fortaleza, Ceará, the presence of the English language in different linguistic structures focusing on the commercial environment. Different combinations were observed: the correct use of the English language, its incorrect use, the combination of English and Portuguese, the use of English but in a "Portuguese structure" and finally the use of the genitive case. The photographs were taken in a candid way and gathered in the mentioned groups. The presence of such combinations happens in different commercial situations, from the food sector to the services sector, making up an ample possibility of combinations. The conclusion of the work is that the use of the English language represents a desire for sophistication and modernization in the businesses shown with an objective of attracting more customers and standing out from competition.

Keywords: Vocabulary. English. Daily life.

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RESUMEN: El objetivo de este trabajo es demostrar, a través de fotografías tomadas en la vida cotidiana de la ciudad de Fortaleza, Ceará, la presencia de la lengua inglesa en diferentes composiciones, con énfasis en el ámbito comercial. Se observaron distintas configuraciones del inglés en este contexto: el uso del inglés correcto, el uso del inglés incorrecto, la combinación del portugués con el inglés, el uso del inglés con una "estructura" del portugués y, finalmente, el uso del caso genitivo en inglés mediante el apóstrofe seguido de la letra s ('s). Las fotografías fueron tomadas de forma casual y agrupadas según las categorías mencionadas. La presencia de estas combinaciones se da en diversos sectores comerciales, desde el sector alimentario hasta el de servicios, conformando así un amplio abanico de posibilidades. Se concluyó que la lengua inglesa representa un deseo de sofisticación y contemporaneidad por parte de los emprendimientos analizados, con el fin de atraer a un público más amplio y diferenciarse de la competencia.

Palabras clave: Vocabulario. Inglés. Vida cotidiana.

1 INTRODUCTION

The presence of the English language in Brazilian daily life is something undeniable and practically inescapable. From the most informal conversation between friends to documents and corporate meetings, passing through signs of establishments and the media, the English language has become ingrained in the daily life of the Portuguese language in a permanent and irrevocable way, whether correctly with the anglicisms or not. Either by following the grammatical rules or sometimes creating a new language using grammatical aspects of both and thus enabling communication and understanding of readers.

The insertion of the English language is not something recent or even unprecedented, because before its massive presence in the Portuguese language, it was French that dominated and it was good for educated people to master Rousseau's language. Gallicisms only lost ground to words of English origin in the middle of the twentieth century, between the 40s and 50s. (Borges, 2025, p. 10)

This loss of space of the French language in our society was due to several factors, political and economic, the English language found its place within Brazilian society with the Brazil/United States partnership in World War II and later with the constant and progressive entry of American culture and customs through the arts such as cinema, music and literature. The Hollywood heartthrobs bewitched young women with their beauty and mannerisms and inspired young men with their acts of rebellion and *Rock'n'roll*.

In contemporary society, the English language is present in Brazilian speech with expressions such as *hello* e *bye* used commonly among people, in the corporate environment where executives have important *video calls* to answer and they are always waiting for a

Feedback of some project, in music with its various representatives who sing lyrics that are not necessarily understood, but whose melodies rock the couples' relationships and various products are part of everyone's daily life when we use a laser printer or use a *body splash* to refresh us. Such linguistic combination causes the formation of a new system that is shared by all in an almost natural way and at the same time subverts the very laws of what a language is, since, for Borges (2025), language is a systematic set of signs, an ordered linguistic system, based on a number of rules, available to the speakers of a community, who use it daily for their communication.

This influence could not be different in businesses and companies spread across all cities in the country. In Fortaleza, our city of study, it is possible to see the massive presence of the English language in facades, signs and advertising materials. In some cases, correctly used, in others not so much, and even in others, it is used in a hybrid way, creating a new language with elements of both languages which lives peacefully with speakers and customers who do not know how and why those words were chosen or what they really mean, often disregarding a primordial concept of the language, which is the real meaning of words. Bakhtin (*apud* Borges, 2025, p. 4) tells us that the word is always loaded with an ideological or experiential content or meaning.

Thus, it is worth asking ourselves: do speakers of the Portuguese language in Brazil use the English language in a conscious and "ideological" way or do they just like the way it presents itself and makes their enterprises and their messages "more attractive" or "more sophisticated" for their consumers? Perhaps there is another reason behind this, because for Gallo (n.d.), it is clear that it is necessary to acquire the habit of increasing the knowledge of lexical repertoire so that it is possible to communicate with an increasingly better performance that allows a good understanding of all skills (listening, speaking, writing and reading).

Throughout this work, we will make a general overview of the topic of vocabulary acquisition and the use of the English language in Brazilian society, we will explain the methodology applied, we will expose the vocabulary groups found and, finally, we will make the final considerations.

2 METHODOLOGY

The research and collection of material for this work took place spontaneously on the streets of the city of Fortaleza, Ceará. In all situations, the acquisition of the examples shown

below was made by taking photographs with a Motorola Edge 50 Neo cell phone in the period from April to June 2026.The presence of 5 distinct groups of the use and combinations of the English language in various types of companies throughout the city was verified, ranging from simpler services to more sophisticated businesses and also passing through different areas of consumption, from animal care (*pet shops*) to food.

3 RESULTS

3.1 Vocabulary groups

3.1.1 The correct use of the English language

In this group, the rules of writing and grammar of the English language were observed and the choice of the names of the enterprises made sense with their offered services. We will see here the use of anglicisms. In the case of Image 1, we have a clear example of this case.

Figure 1 – men's clothing store



Photo: survey data.

3.1.2 The incorrect use of the English language

In this group, however, there is the use of the English language with various grammatical and/or spelling errors. We can also see here the use of anglicisms but with errors. In the example below, due to the incorrect uses of words, it is not clear what it means. There is the use of an object pronoun (*us*) and at the same time the use of the apostrophe, which in the English language has several uses, such as the contraction of the verb (He's, contracted form of He is), the contraction of the verb *have* when it comes to verb tenses *Present Perfect Simple* and *Continuous* (*He's been here* e *He's been studying hard.*) and the genitive case which we shall see later.

Figure 2 – Fabric printing company



Photo: survey data.

3.1.3 The combination of Portuguese and English

In this group, we have a "new language" where there are words from the two languages together forming a third. Such use sometimes even makes sense, but in other cases it is difficult to understand the intention of the communication. In the case below, perhaps it was the intention to value the products sold as so special and aesthetically appealing that they can be compared to celestial stars.

Figure 3 – a company in the food industry.



Photo: survey data.

3.1.4 The English group but with the structure of Portuguese

Here, we have an attempt to use the English language, but the structure and/or use of the words is clearly from Portuguese. In the case found, the word *Plac*. It was intended to be an advertisement or an automobile sign, which in both cases would be incorrect. In English, there are the words *advertisement* e *license plate*, respectively.

Figure 4 – Visual Communication Company



Photo: survey data.

3.1.5 The genitive's case

In this group, we will have the use of the genitive case, which, in English, gives the idea of possession. Examples of correct and incorrect use of this case were found. Two distinct cases of the genitive in English are represented here. In the first (Image 5), the structure is correct. We have the possessor, the apostrophe followed by the and the object possessed. Although in this case, the company chose to use a proper noun in Portuguese, it was used correctly according to the grammatical rules of the English language.

Figure 5 – Automotive mechanic shop



Photo: survey data.

However, in this second case below (Figure 6), the genitive case is incorrect, because an inanimate being is not used as the possessor of something, in this case the showcase.

Figure 6 – sales car store



Photo: survey data.

Other examples of all the cases listed here can be found in the annex section.

4 FINAL CONSIDERATIONS

The objective of this work is in no way to expose or ridicule people and/or companies, but only to document examples of the use of the English language in our society. This language has been inserted into our daily lives in such an organic and complete way that, many times, we do not even realize or question the reason for this use.

Could the examples found have been written simply in Portuguese? Clearly. However, as explained here, the fascination of the Brazilian population with the language of the Bard is notorious and undeniable. Moreover, it is not proposed here to replace the words with their counterparts in the native language. This work is only a research and documentation of such a linguistic phenomenon. In the future, will we start using another language in our daily lives as we do today with English? Unlikely, but not totally impossible, because as we have seen many times, empires are born and defeated and with the their end much of their influence. Perhaps in the distant future, we will choose Spanish to use in our daily lives due to its almost omnipresence in our South American continent. Perhaps, we will adopt Mandarin due to the growing global importance of the millennial Asian civilization. However, everything is, for now, nothing more than conjecture. Let history take its course and dictate us which another language will dominate our civilization in the years to come.

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