



Shopping I: They'll love this with a passion!

<http://coerll.utexas.edu/brazilpod/cob/lesson.php?p=21>





Here in Austin, Texas, Ana's boutique is so well known that everyone just calls her "Ana Brasil." Imagine, she is so much a part of the community that even her name represents a whole country. Now we know that in this clip Denise is pretending to be in Brazil and she hopes to bring some creative items back for her friends. Ana Brasil has tons of cool items and there is no doubt that she'll take some pretty unique pieces home. So, let's see what Denise ends up buying as part of this *Conversa Brasileira*.

DENISE: Hum... E aqui... Deixa eu ver... Ah! Esse aqui! Ô, Ana, me ajuda aqui!
Hum... And here... Let me see... Ah! This one! Hey, Ana, help me out here!

ANA: Oi, eu nem **1** vi que você tava aqui!
Hi, I hadn't even noticed that you were here!

DENISE: Ah...
Ah...

ANA: Tudo bom?
How are you?

DENISE: Eu tô aqui tentando achar alguma coisa...
I'm over here trying to find something...

ANA: Bom te ver...
So good to see you...

DENISE: Cê tá boa, querida?
How are you, sweetie?

ANA: Tudo bom.
I'm fine.

DENISE: Então, olha. É o seguinte: eu tô indo pros Estados Unidos, tenho algumas amigas pra presentear. Então eu tenho que levar vários presentinhos, lembrancinha e tal... **2** Mas eu queria levar coisa que... não tem lá. Que é... ou típica do Brasil ou feita aqui com...
Principalmente mostrando a criatividade do Brasil... **3**
So, look. Here's the thing: I'm going to US, I have some friends to give some gifts to. So I have to take some gifts with me, souvenirs, etc... But I'd like to take something that... they don't have over there. Something... typical from Brazil or made here with... Basically showing the Brazilian creativity...

- ANA:** Deixa eu te falar. Isso que você pegou...
Let me tell you. This one that you grabbed...
- DENISE:** O que que é isso aqui, ó?
What is this one here, look?
- ANA:** ... é uma das coisas melhores pra você levar, que as pessoas amam. Cê não vai acreditar! Isso aqui, na verdade, é escama de peixe. Ele é feito...
... it is one of the best things for you to take, people love it. You won't believe it! This thing here, actually, is fish scales.
- DENISE:** Ah, cê tá brincando!
Ah, you're kidding me!
- ANA:** ... feito na Paraíba... ④
... it's made in Paraíba...
- DENISE:** Olha, não dá pra dizer ⑤ que é, hein? Que legal!
Look, you can't even tell, right? That is so cool!
- ANA:** ... por uma, é, um grupo de mulheres que desenvolveram isso... ⑥
... by a, ahn..., a group of women who developed this...
- DENISE:** Super diferente!
So unusual!
- ANA:** E é legal porque é... faz parte da comunidade. A comunidade... o pescador... é... *provides*... dá esse, a, a escama, e elas desenvolveram, através de fogo, de calor, o...
And it's cool because... it comes from the local community. The local community... the fisherman... ahn... *provides*... gives this, the, the scale, and they develop, using fire, and heat, the...
- DENISE:** Ah, pra dar a forma, eles vão moldando...
Ah, to shape it, they give it some shape...
- ANA:** ...a forma, de dar a forma na flor. E é uma coisa maravilhosa. Esse é pro cabelo.
...the shape, giving it the shape of the flower. And it is a wonderful thing. This one is for you to use in your hair.
- DENISE:** Tá, então cê tem... O que que cê tem disso?
Ok, so you have... What do you have (that is) made from it?
- ANA:** E a gente tem o broche também.
And we have brooch also.
- DENISE:** Presilha... o broche...
Hair pin... the brooch...

ANA:	É, são três itens. Yeah, that's three items.
DENISE:	... e anel. Três itens. ... and the ring. Three items.
ANA:	E o anel. Isso aqui não tem erro. ⑦ Cê vai dar de presente e a pessoa vai amar! ⑧ And the ring. With this one you can't go wrong. You'll offer it as a gift and the person will love it!
DENISE:	Legal. Então, eu tenho... eu tenho nove pessoas pra... pra eu dar presente. Então, acho que eu vou levar... uns cinco desse aqui... ⑨ Cool. So, I have... I have nine people to give presents to. So, I think I'll take... five of this one.
ANA:	Pode levar... You can have it...
DENISE:	Que mais que você teria? E isso aqui, ó? Que que é isso aqui? ⑨ What else would you have? And this one? What is this one?
ANA:	Isso aqui... This one...
DENISE:	Tava olhando... I was looking...
ANA:	Pode pegar! You can pick it up!
DENISE:	Não tô entendendo o que que é... I don't understand what it is...
ANA:	Pode pegar. You can pick it up.
DENISE:	O que que é esse aí? What is this one?
ANA:	Isso aqui é de couro... ele é última moda ⑩ no Rio. E é da época... This one is (made) from leather... It's the latest fashion in Rio.
DENISE:	É um colar? O que que é? Cê põe.. Is it a necklace? What is it? You use...
ANA:	É um colar. Ele é feito... Pra você ver a cria... ⑪ It's a necklace. It's made from... Just like I said about the crea...
DENISE:	Olha que graça! Cheio de florzinha... How cute! Full of little flowers...
ANA:	... falando outra vez da criatividade brasileira, né? ...talking again about Brazilian creativity, you know?

- DENISE:** Pois é! É isso que eu quero! Uma coisa que mostre bem... é...
Yeah! That's exactly what I want! Something that clearly shows... ah...
- ANA:** Pode usar das duas formas, o colar... e você pode usar na cabeça, que é o que tá usando, 10 como hippie.
You can wear it both ways, a necklace... and you can wear it on your head, that's what everyone is wearing, like a hippie.
- DENISE:** Ah, que jóia...
Ah, how cool...
- ANA:** Então, esse aqui... dos jovens... eles adoram de paixão! 12 Então cê pode levar uns desses também.
So, this one... the younger people ... they just love it! So you can take some of these too.
- DENISE:** Pois é! Acho que eu vou levar... mais uns cinco desse aqui também.
Yeah! I think I'm going to take... around five more of this one too.
- ANA:** Eu vou te deixar à vontade aqui... 13
Take you time here...
- DENISE:** Tá. Faz assim: eu vou dando uma espiada... 14
Ok. Let's do it like this: I'm going to keep on looking...
- ANA:** Isso é o melhor.
This is the best.
- DENISE:** ...se eu tiver alguma dúvida, eu te chamo de novo.
...if I have any question, I'll call you again.
- ANA:** Tá.
Ok.
- DENISE:** Tá jóia!
Ok.
- ANA:** Cê quer um cafezinho? 15
Do you want some coffee?
- DENISE:** Ah, lógico, né?
Ah, of course!
- ANA:** Vou buscar pra você. Tá bom, então.
I'll bring some to you. Alrighty then.
- DENISE:** Imagina! Quero sim.
Of course! I would love some.
- ANA:** Fica à vontade.
Take you time...

DENISE: Tá bom. Já vô indo lá tomar...
Ok. I'll be there in a sec to drink it...



Usage Notes

1. Oi, eu *nem* vi que você tava aqui!

Notice *nem* adds more of emphasis to the fact that she hadn't even noticed that Denise was there. She could have simply said, *eu não vi*, but wouldn't have shown the unexpected surprise at seeing Denise.

2. Então eu *tenho que levar vários presentinhos, lembrancinha* e tal...

Gift giving in Brazil is usual a big deal and it can be a bit different from what happens in US. Although there are differences among families, in general Brazilians love to give and receive gifts to/from friends and family, especially when visiting ones who they haven't seen for a while. When you go on a trip, it's common to bring gifts or souvenirs for family and friends. Usually it is expected that, when you receive a gift, you open it right away, showing appreciation for it. Gift giving in business sector has particular rules, as it can be conceived as a bribe. Gifts should not be given on the first meeting and it's better to present them at a social setting rather than a business meeting.

3. Principalmente mostrando a *criatividade do Brasil*...

Brazilians are well known by their creativity, especially in art, music, fashion, architecture, etc. Many times driven by scarce budgets, Brazilian artists make use of unexpected materials and resources creating amazing and unique pieces and techniques.

4. Ele é feito, feito na Paraíba...

Paraíba is a state located in the Northeast of Brazil, named after the Paraíba River. Tourism is an important part of the state's economy, which especially includes its beautiful beaches, ecotourism and *Carnaval*. The shoe industry and other leather products are also a very important part of the local economy. Paraíba is known for its amenable climate, cultural heritage and geographical features. The capital city, located along the coast, is *João Pessoa*.

5. Olha, não dá pra dizer que é, hein?

That's a great expression in Portuguese. One more time, the verb dar shows us another interesting meaning: Denise is amazed with the hair pin made from fish scales, especially because no one can tell (não dá pra dizer...) that it is actually made from scales! So, in the example here, não dar could be translated as "to be not possible."

6. ... um grupo de mulheres que desenvolveram isso..

Here we have a good example of the relative pronoun que in Portuguese, used to connect two elements in a sentence and to replace/refer to an antecedent noun - in this case, mulheres (note the verb in the plural form). An English-speaker can have a hard time with this pronoun, since que has several meanings: it means "who, whom, which" and "that," and can be used to refer to both people and things.

Examples:

- a) Um grupo de mulheres que desenvolveram... (Um group of women who developed...)
- b) A mulher que encontramos é a Ana. (The woman whom we met is Ana)
- c) O colar que está aqui. (The necklace that is here.)

7. Isso aqui não tem erro.

According to Ana, this product "has no error" meaning that there is no way that you could go wrong in buying it. It is guaranteed to be a successful gift! This is the meaning of the expression não ter erro: there is no way to go wrong; it is guaranteed that you'll get what you want.

8. Cê vai dar de presente e a pessoa vai amar!

Remember that in Portuguese, unlike English, you don't need to use the direct object pronoun - its place can be left empty. Notice that Ana says: "Cê vai dar ___ de presente e a pessoa vai amar ___" (You'll offer it as a gift and the person will love it).

9. a) Então, acho que eu vou levar... uns cinco (d)esse aqui...

b) Que que é isso aqui?

Isso X esse: what a challenge for a non-native speaker, since both demonstrative mean "this." Usually, esse(a) [as well este(a)] is used along with the noun (like an adjective) to refer to people or things that are close to the speaker in space or time (Ex: esse brinco; essa presilha). Isso (and/or isto), on the other hand, is a demonstrative pronoun used replacing the noun, also to refer to something close to the speaker in space or time. (Ex: esse brinco = isso). Notice that in this dialog we have esse aqui and isso aqui. In the first case, even though the noun is omitted, we know that she is referring to the brinco. In fact, she is pointing to it. In the case of isso aqui the word isso actually replaces the noun.

Obs.: Isso and isto are interchangeable in common Brazilian Portuguese; the same occurring to esse and este.

10. a) ... ele é última moda no Rio.

b) ... que é o que tá usando...

In general, Brazilians pride themselves on dressing well, are very fashion-conscious and stylish, following European styles. Wearing clothes and accessories that are in style is usually a big deal for Brazilians, although there are differences among cities, regions and distinct social groups.

11. Pra você ver a cria(tividade)...

That's an interesting expression in Portuguese, and don't take it literally. Notice that, after addressing the Brazilian creativity in arts, Ana has just an example to show to Denise and make her point: "Just like I said" (Pra você ver), "talking about Brazilian creativity..."

12. ... os jovens... eles adoram de paixão!

Talking about Brazilian creativity... check this unexpected way they have to emphasize de verb adorar: adorar de paixão! In other words, when Brazilians really love something, they adoram de paixão. Notice that in English the same idea is expressed with the preposition “with,” people “love it with a passion.”

13. Eu vou te deixar à vontade aqui...

You probably already know the Brazilian expression: Fica/fique à vontade, that means “feel comfortable, make yourself at home.” Notice that here Ana says to Denise vou te deixar à vontade, meaning that she will give her enough time so Denise can feel comfortable to make the right choices regarding the gifts she needs to buy for her friends. Note the way we translated this expression in the dialog: “Take your time,” which would be the most usual thing to say in English in such a context.

14. ... eu vou dando uma espiada...

And here comes the verb dar again! Dar uma espiada is an informal way to say to look, to take a gander at something. It's usually combined with the diminutive: dar uma espiadinha or dar uma olhadinha... Notice that it does not necessarily mean “to take a quick look;” it's more a way to point to the fact that it won't be something hard to do.

15. Cê quer um cafezinho?

In Brazil, it is very common that, wherever you go, someone will offer you: Você aceita/toma/quer um cafezinho? And Brazilians love their bitter strong coffee! But this is not the only difference between Brazilian coffee and the American one: in English, the word “coffee” is a mass noun (notice the translation here: Do you want some coffee?), but in Portuguese it is a count noun: um cafezinho.