



Brazil

Brief History

The history of Brazil starts with indigenous people in Brazil. Europeans arrived in Brazil at the opening of the 16th century. The first European to colonize what is now the Federative Republic of Brazil on the continent of South America was Pedro Álvares Cabral (c.1467/1468-c.1520) on April 22, 1500, under the sponsorship of the Kingdom of Portugal. From the 16th to the early 19th century, Brazil was a colony and a part of the Portuguese Empire. The country expanded south along the coast and west along the Amazon and other inland rivers from the original 15 donatary captaincy colonies established on the northeast Atlantic coast east of the Tordesillas Line of 1494 (approximately the 46th meridian west) that divided the Portuguese domain to the east from the Spanish domain to the west. The country's borders were only finalized in the early 20th century. On September 7, 1822, the country declared its independence from Portugal and it became the Empire of Brazil. A military coup in 1889 established the First Brazilian Republic. The country has seen two dictatorship periods: the first during Vargas Era (1930–1934 and 1937–1945) and the second during the military rule (1964–1985) under Brazilian military government.



Land and Terrain

- Brazil, officially Federative Republic of Brazil, Portuguese República Federativa do Brasil, country of South America that occupies half the continent's landmass
- It is the fifth largest country in the world, exceeded in size only by Russia, Canada, China, and the United States
- Brazil stretches roughly 2,700 miles (4,350 km) from north to south and from east to west to form a vast irregular triangle that encompasses a wide range of tropical and subtropical landscapes, including wetlands, savannas, plateaus, and low mountains.

Agriculture



- Brazil accounts for 7.3% of global agricultural exports which makes up 14% of the country's GDP
- Rice, maize, soya, sorghum, sugarcane, potato, corn, tomato, watermelon, and onion are some of these exports
- Soybean exports grew to 68.15 million in 2017
- Brazil is the second largest producer of genetically modified crops

Religion



- 64.6% of Brazilians identify as Roman Catholics, 22.2% as Protestant, 8% as none, 3.2% as Other and 2% as Spiritualist
- Brazil includes the second largest population of Jewish people in Latin America.
- Islam grew by 25% from 2001 to 2011

Government



- More than 100 tribal groups inhabited Brazil before Portuguese settlement.
- Brazil was declared independent of the Portuguese Empire in 1822 and remained a separate empire until 1889
- The first republic of Brazil was formed in 1891 after the emperor left the country, a second republic formed in 1945 after Getúlio Vargas, a dictator, was forced out of government by the army

Language



- Brazil's official language is Portuguese, spoken by majority of the population, but there are some very small pockets of indigenous peoples and immigrants that do not speak the language.
- Brazilian Portuguese differs from European Portuguese, with many words and phrases being borrowed from indigenous and African languages. In many ways, the differences between European and Brazilian Portuguese are comparable to the differences between UK and US English.



Population & Culture

- Brazil is the fifth most-populous country on Earth and accounts for one-third of Latin America's population.
- Most of the inhabitants of Brazil are concentrated along the eastern seaboard, although its capital, Brasília, is located far inland and increasing numbers of migrants are moving to the interiors
- Despite the mixing of ethnicities, there is a class system in Brazil
- People with darker brown skin are economically and socially disadvantaged

Taboos



Here are some common taboos in Brazil:

- Get drunk. Brazilians don't look highly upon overindulgence alcohol.
- Do drugs. It is illegal to use or be in possession of drugs in Brazil
- Small accommodation providers are generally not willing to provide lodging for foreigners
- Leaving luggage, shopping or any other personal possessions unattended.

Traits of High Context Cultures



- The situation, people, and nonverbal communication (like eye contact or body language) are more important than the actual words that are communicated.
- People are comfortable standing close to each other.
- The preferred way of solving problems and learning is in groups.
- Members of the culture place emphasis on interpersonal relationships.

Stereotypes



- Brazilians are amazing at football
While some Brazilians are exceptionally talented at football, there are just as many that don't quite cut it
- Brazilians speak Brazilian
Brazilian as a language is not a language. Simple.
- Brazil is exceptionally dangerous
Tourist spots in large cities are relatively safe, although it is wise to take precautions to avoid muggings. It's not a daily reality to see people running down the streets waving guns in the air or drug trafficking openly taking place on street corners.

Example of Brazil's High context culture

This is a commercial promoting a chocolate bar brand Lacta 5Star with an apocalyptic storyline in what they created 'Chocolate World'

Example of Brazil's High context culture



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