

PRONUNCIATION GUIDE

Below we present a summary of the sounds of Brazilian Portuguese. It is not expected that learners should know all those sounds before starting to work with *Bons Negócios*; rather, the information below is to be used as reference whenever needed.

Note that symbols within square brackets ([]) represent sounds, not letters. The examples given illustrate key vocabulary in business; for their meanings the learner can check the glossary at the end of the book or a good dictionary.



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1 Listen to the examples, repeat them, and check the comments for further information about those sounds.

Note: Eng = English.

	EXAMPLES	COMMENTS
A	agenda data água hora banco dinâmica	The letter <i>a</i> is pronounced [a], close to Eng <i>ma</i> rket, in the beginning of a word (<i>agenda</i>) or when it is stressed (<i>data</i> , <i>água</i>). It is pronounced close to Eng <i>mo</i> ney when it is unstressed (<i>hora</i>). When it is nasalized (<i>banco</i> , <i>dinâmica</i>), the letter <i>a</i> sounds somewhat like Eng <i>nu</i> mber.
B	bolsa aberto	The letter <i>b</i> is always [b].
C	carro cliente acesso cheque ação	The letter <i>c</i> is pronounced [k], as in Eng <i>cl</i> ient, when it appears before <i>a</i> , <i>o</i> , <i>u</i> or a consonant (<i>carro</i> , <i>cliente</i>). It is pronounced [s], as in Eng <i>ci</i> rculation, when it appears before the vowels <i>e</i> and <i>i</i> (<i>acesso</i>). <i>Ch</i> is pronounced [ʃ], as in Eng <i>sh</i> are. Note that <i>ç</i> sounds like [s] (<i>aç</i> ção).
D	dados demissão pedra dividir grande	The letter <i>d</i> is always pronounced [d], as in Eng <i>de</i> bt, before the vowels <i>a</i> , <i>o</i> , <i>u</i> , before <i>e</i> when it sounds [e], and before <i>r</i> (<i>dados</i> , <i>demissão</i> , <i>pedra</i>). In several Brazilian dialects, <i>d</i> is pronounced [dʒ], as in Eng <i>jo</i> b, before the sound [i] (<i>dividir</i> , <i>grande</i>). In other dialects, <i>d</i> is always [d].
E	preço mês chefe café gerente	In many dialects, the letter <i>e</i> is pronounced [e], close to Eng <i>pa</i> y, in several words (e.g., <i>preço</i>) and when it bears the circumflex accent (<i>mês</i>). The letter <i>e</i> is pronounced [ɛ], as in Eng <i>se</i> ll, in certain stressed syllables (<i>chefe</i>) and when it bears the acute accent (<i>café</i>). The letter <i>e</i> is also pronounced [i], as in Eng <i>ea</i> sy, in certain unstressed contexts (<i>chefe</i> , <i>gerente</i>). Finally, the letter <i>e</i> can be nasalized, close to Eng <i>ve</i> ndor (<i>gerente</i>).
F	fraude	The letter <i>f</i> is always [f].

	EXAMPLES	COMMENTS
G	garantia grande gerir reagir	The letter <i>g</i> is pronounced [g], as in Eng goal , when it appears before <i>a</i> , <i>o</i> , <i>u</i> (garantia), and also before the consonants <i>l</i> and <i>r</i> (grande). The letter <i>g</i> is pronounced [ʒ], as in Eng pleasure , when it occurs before the vowels <i>e</i> and <i>i</i> (gerir , reagir).
H	hora cheque trabalho engen ^h aria	When it occurs in the beginning of a word, the letter <i>h</i> is silent (hora). <i>Ch</i> is pronounced [ʃ], as in Eng share (cheque). <i>Lh</i> is pronounced [ʎ], close to Eng million (trabalho). <i>Nh</i> is pronounced [ɲ], close to Eng onion (engen^haria).
I	igual investir	When it is not nasalized, the letter <i>i</i> is pronounced [i], as in Eng lease (igual). The letter <i>i</i> is nasalized [ĩ], close to Eng invest , when it occurs before <i>m</i> or <i>n</i> (investir).
J	juros	The letter <i>j</i> is always [ʒ], as in Eng pleasure .
K	marketing	The letter <i>k</i> is normally used in loan words.
L	lei legal detalhe	In the beginning of a syllable, the letter <i>l</i> is pronounced [l], as in Eng law . At the end of a syllable, the letter <i>l</i> is commonly pronounced [u] in Brazil, as in Eng low (legal). With an <i>h</i> , it forms the sound [ʎ], close to Eng million (detalhe).
M	máquina importar	In the beginning of a syllable, the letter <i>m</i> is pronounced [m], as in Eng machine . When it follows a vowel at the end of a syllable, the letter <i>m</i> signals that the vowel is nasalized (importar).
N	nome índice ganhar	In the beginning of a syllable, the letter <i>n</i> is pronounced [n], as in Eng name . When it follows a vowel at the end of a syllable, the letter <i>n</i> signals that the vowel is nasalized (índice). With an <i>h</i> , it forms the sound [ɲ], close to Eng onion (ganhar).
O	ótimo pôr expor banco conta ações	A stressed <i>o</i> can sound like [ɔ], as in Eng loss (ótimo), or [o], close to Eng low (pôr , expor). At the end of a word, if it is unstressed, <i>o</i> is pronounced [u], as in Eng lose (banco). The letter <i>o</i> can also represent a nasalized sound [õ], close to Eng bond (conta , ações).
P	plano	The letter <i>p</i> is pronounced [p].
Q	quantia	The letter <i>q</i> is pronounced [k].
R	reunião carreira seguro emprego setor	In the beginning of a word, in <i>rr</i> , or after <i>l</i> , <i>n</i> , <i>s</i> the letter <i>r</i> is pronounced somewhat like the letter <i>h</i> in Eng hot (reunião , carreira). Between vowels and after consonants (other than <i>l</i> , <i>n</i> , <i>s</i>), the letter <i>r</i> is pronounced as in American Eng petty (seguro , emprego). At the end of a syllable/word (setor), the pronunciation for <i>r</i> varies within Brazil.
S	salário profissão visita mês	In the beginning of a word or in <i>ss</i> , the letter <i>s</i> is pronounced [s], as in Eng salary (salário , profissão). When it appears between vowels, <i>s</i> is pronounced [z] as in Eng visit (visita). At the end of a syllable/word (mês), pronunciation of <i>s</i> depends on what follows it. If it is followed by a vowel it is pronounced [z]. If it is followed by a voiced consonant sound (such as [b], [d], [g], [l], [m], etc.), it is also pronounced [z] (in most dialects). If it is followed by a voiceless consonant sound (such as [p], [t], [k]) or if it is not followed by another word, it is pronounced [s] in most dialects.

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T	tarifa discutir	Before a, o, u, l, r and sometimes e, the letter t is pronounced [t], as in Eng <i>stay</i> (tarifa). In several dialects of Brazilian Portuguese, t is pronounced [tʃ] as in Eng <i>vouch<u>er</u></i> , before the sound [i] (discutir). In other dialects, t is always [t].
U	uma funcionar igual que	The letter u is pronounced [u] as in Eng <i>do</i> in many instances (uma). It can also be nasalized (funcionar). After g, q and before a, o, it is pronounced [w], as in Eng <i>wait</i> (igual). After g, q and before e, i, the letter u is not pronounced, since it signals a "hard" g [g] or q [k] (que).
V	versátil	The letter v is pronounced [v].
W	web download	The letter w is normally used in loan words.
X	taxa aproximação exigir flexível	The letter x can be pronounced as four different sounds: (1) [ʃ] as in Eng <i>share</i> (taxa); (2) [s] (aproximar); (3) [z] (exigir); (4) [ks] as in Eng <i>flexible</i> (flexível).
Y	delivery	The letter y is normally used in loan words.
Z	organizar capaz	The letter z is pronounced [z] before a vowel (organizar). It may be [s] or [z] at the end of a word (capaz), depending on the word that follows it (if any). If it is followed by a word starting with a vowel, z is pronounced [z]. If it is followed by a voiced consonant sound (such as [b], [d], [g], [l], [m], etc.), z is pronounced [z] in most dialects. If it is followed by a voiceless consonant sound (such as [p], [t], [k]) or if it is not followed by another word, it is pronounced [s] in most dialects.

