

## Chapter 2: The Brazilian Way of Life

In Chapter 2 we see the geographic regions of Brazil and the culture of each region, as well as the culture shared between all of Brazil. Geographically, most of Brazil lies within the tropics and is most famous for this region. In fact though Brazil is broken into 5 regions, the south, southeast, centre west, north and northeast. Each region is drastically different than one another, southeast for example holds 26 million people and is second richest per person, yet makes up less than 10 percent of the country's area.

The South east is Brazil's powerhouse region. It is home to 77 million people and the 2 largest cities. This region is home to most of the oil trade and most of the industry. This region is by far the most advanced. The Northeast has been known to be the poorest of all the regions. Along the coast, it is home to many sugar and cotton plantations while inland you will find a much more arid climate and many cattle raising and subsistence farming.

The centre west is the fastest growing of all the regions in both economics and population. This is the agriculture power house and saw the boom after the green revolution in the 1970s which turned most of the wilderness into the prime farmland it is today. Finally the North is comprised of mostly rainforest, but is home to 24 million people mostly living in cities. One unique aspect of the north region is that it is a tax free zone, which was implemented by a military government back in the 1960s.

As much as these regions differ in geographics, economy and way of life, all Brazilians share a few key aspects of their culture. Soccer, known as football is a key to

all of Brazil and brings everyone together. Football arrived in Brazil in 1894 by Charles Miller, and soon became a national craze. In fact Brazil soon became better than anyone in the world at the sport and became a global football powerhouse with their national teams in 1950 to 1980 winning the world cup more than any other country. It is known as “o jogo bonito” or the beautiful game. Much as you see a connection between college football fans in the SEC, bonding over their love for their football teams, this looks as child's play compared to the bonds formed over the similar love for a football team in Brazil.

Carnival is another key aspect of their culture. Carnival can be described as a giant street party in which everyone participates and enjoys. It is a combination of elaborately choreographed music, singing, and dance. It was described by Ruy Castro as “an opera in the open air.” Unlike most of Brazilian life, carnival follows strict rules and guidelines, and much like football draw many poor people together. Carnivals also demonstrate Brazil's very lax and open society and views, nudity, sex and sexual orientation seem to be normal and accepted.

A final key aspect in Brazilian life is the televised soap opera. People seem to flock to their television to see what happens next on their favorite soap. Globo TV is the glue that keeps this all together. Globo is the network that ties the nation together with 122 local stations. The popularity of these soaps stem back to the socio-political issues they tackle. They portray small happy families that actually causes the decline in the fertility rate among families and increased the divorce rate among newly empowered women. It is said that these soaps command up to an audience of 80 million.

Brazil holds their national identity very close to their heart and believe family and loyalty are at the center. Brazilians like to see themselves portrayed as cordial, hospitable and generous, but in reality, this is not the case. In fact, it is said most lack personal trust and have a slight lack of personal trust and a hint of cynicism. Brazilians still hold their patriarchal society as correct. With these aspects of football, carnival, and soaps, religion and family will always reign supreme.

It is in my belief, that Brazil has an awesome culture. It is much more laid back than America, especially the Northeast. I love the idea of the entire country bonding over a sport, and as mentioned early remind me of the bonds and battle in the SEC. I really wish America would adopt a celebration like Carnival and we could just enjoy life instead of worrying so much. Overall, Brazil has a pretty good perspective on culture and life.