The Lexical Creativity of Brazilian Portuguese in Catalão Written Press

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Abstract:
The research discusses the occurrence of semantic and lexical neologisms in the main Catalão newspapers: the newspaper "Diário Dito e Feito" (JDDF) and "Diário o Catalão" (JDC). The research aims to analyze the lexical formation of the Brazilian Portuguese based on written corpus. The research describes the lexical-semantic variation of Portuguese from Catalão, identifies the lexical creativity and sorts neologisms present in written corpora. 5 editions of JDC and 11 editions of JDDF issues in 2016 were chosen randomly by selecting topics: news from Catalão, state news, sports news and varieties news. Houaiss Dictionary (2009) was the corpus of exclusion to identify neologisms. The research concluded that newspapers have high occurrence of loanwords (136 cases) and the formation of words in the Portuguese occurred in 100 cases. The JDDF had a higher incidence (91) of cases of formation by derivation and composition. The research observed the formation of words using abbreviations and acronyms present in the corpus in 57 cases. The word from Catalão varies semantically, result of regional contexts that characterize it, but there are also cases of forming products names.

Keywords:
Portuguese. Neologisms. Catalão newspapers.

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Introduction

The Portuguese Language (LP) arrived in Brazil with colonization, since before colonization the territory was occupied by indigenous populations, who spoke several languages of the Tupi-Guarani family. With the arrival of Europeans (Portuguese, Italians, Spaniards, etc.), Africans (mostly from the Bantu group) and Asians (Chinese, Japanese, etc.), a process of forming a new linguistic identity expressed by means and general language at first began. General language was a lingua franca adopted and used by natives (indigenous peoples) and foreigners (Portuguese soldiers and other explorers). As a result, the general language has become the mother tongue of many children. Most of these children are children of marriages between the indigenous population and foreigners. Later, colonial linguistic policies forced, through laws and decrees, the abandonment of the general language and the adoption of Portuguese as the language of national unity, language of the country, and above all, the official language of Brazil (DIAS, 2001; SOUZA, 2001; NOLL; DIETRICH, 2010). Thus, the Brazilian language would have as reference the speech naturalized in the Brazilian sociocultural context.

It is clear at first (in this sociocultural and political context) that Brazilian Portuguese (BP) would distance itself from European Portuguese due to the existence of a mixture of people speaking different languages. The Brazilian language, according to Fiorin and Petter (2008) and Noll and Dietrich (2010), receives lexical influences from Tupinisms, Guaranisms, Africanisms, Japaneseisms and many other languages that came with colonial explorers, slaves and soldiers, giving rise to the Brazilian variety of Portuguese.

The language is one of the instruments of communication and cultural identity. It is impossible to dissociate language from culture because the two are integrated concomitantly, thus creating a functional complicity. According to Biderman (1998, p. 81), "Each culture ordered chaos in its own way first through its myths. The word thus assumes in the myths of each culture a transcendental force; in it, beings and events take root".

Looking at the Brazilian language, it is understood that it has not remained static over the years, which means that it has distanced itself geographically and linguistically from the European variety. This linguistic variation and change continues today, which is why it is intended to offer a contribution to the understanding of the current state of Brazilian Portuguese. The work with writing is justified by the fact that writing, especially spelling, serves to neutralize variation (MASSINI-CAGLIARI; CAGLIARI, 2004).

Looking at language as an entity that changes and varies according to social variables, there is an urgent need to understand how people from Catalão write Portuguese in newspapers. So the following starting question arises: understanding Brazilian Portuguese (PB) as the sum of variants and linguistic varieties spoken / written in Brazil, how especially the lexical-semantic variation is manifested in Catalão? The hypothesis that the lexicon, being one of the most visible faces of the language is manifested by the presence of loans and foreignnesses from anglicisms and Tupinisms, is put forward; Catalão Portuguese varies from the semantic point of view of the words resulting from the regional contexts that characterize it. The research aims to analyze the lexical formation of PB based on a written corpus extracted from two newspapers of greater circulation in Catalão. As specific objectives, the research aims to describe the lexical-semantic variation of

Catalão Portuguese, lexically analyze two newspapers: *Jornal Diário de Catalão* and *Jornal Diário Dito e Feito*, identify lexical creativity in newspaper articles and classify the neologisms present in these written corpora.

The article is divided into six sections. The first section discusses the notion of neologism, its emergence and the complexity of its study. Then, it approaches the lexical creativity of a language focusing on the causes that participate in the formation of words. Then a counterpoint is made with the geographical variation trying to show that within the LP the words vary according to the geographical places which results from the difference in cultures between the speakers. There was a need to deepen the issue of the corpus of exclusion and the duration of a neologism. They are important concepts and deserved a deeper debate in order to understand the lexical neologism. But it also does not fail to explain the question of the methodology of working with neologisms. It discusses how to "pan" and what are the ways to search for and identify neologisms. The methodological part demonstrates how the corpus is formed, the amount of materials used in the research and the different lexical and semantic formations found in the research. Finally, the data is presented and discussed and the main conclusions resulting from the research.

Concept of Neologism

The linguistic system tends to be static, resistant to changes and variations, but the lexicon and vocabulary are always sensitive and contradict this trend at all times. The study of neologisms is complex because human beings, due to their nature, have a tendency (instinctively or consciously) to assign names to everything. Nowadays it appears that it is not enough to give a common name to things. We will see later on how products, objects have received a 'kind of proper names'. In fact, this naming is always in line with the linguistic system.

Linguistic creation and renewal did not appear today. The formation of LP is the result of this dynamic that happened with Latin in Europe, a fact that contributed to the formation of several Romance languages. The word neologism appears for the first time in the work *Dictionnaire néologique à l'usage des beaux esprits de ce siècle, avec l'éloge historique de Pantalon-Phébus* and in "*un avocat de province*", two works written by Father Guyot Desfontaines in 1726. Later, the word *neologist* appeared in the 3rd edition of the *French Language Dictionary* in 1728. The term *neologisms* appeared later in 1734 (SAMADOV, 2007, p. 18-19).

According to Pavel (1989) the word *neologism* was defined in 1735, in a fable and its formation was composed of two Greek words: *neos* and *logos* that mean "new" and "words" respectively. Louis Guilbert's *La créativité léxicale*, published in 1975, is an indispensable reference in neological studies with a special focus on the creation of new words, ideas and / or meanings. The linguist Guilbert (1975) began his studies by analyzing the technical vocabulary of word formation and realized that the language allowed the manipulation of words creating 'novelty'. The scholar relied on works of Applied Generative Grammar defended by the Soviet linguist Saumjan who maintained the existence of two forms of creation or generation: the generation of words and the generation of sentences. Guilbert, for his part, comes to the conclusion that creativity according to a functional model is processed through the structure of the sentence and creativity according to social reproduction (individual or collective) that occurs in a certain historical period (FELLER, 1976, p. 127).

Today we have a range of studies that are properly developed on this issue. In Brazil, we can mention works by Barbosa (1989), Biderman (1996, 1998, 1999), Carvalho (2001, 2006, 2009), Alves and Pereira (2015), among many others. When talking about neologisms, the study can have the lexical aspect, the morphosyntactic aspect, the semantic aspect, the pragmatic aspect and the phonetic / phonological aspect. The latter still has few studies, because "the phonetic phenomenon is, furthermore, unlimited and incalculable in the sense that it affects any kind of sign, without distinguishing between an adjective, a noun etc., between a radical, a suffix, an ending etc." (SAUSSURE, 2006, p. 176).

Neologisms can come from creations within the language (creative possibilities within the language) and imports from other languages. Sablayrolles (2006) designates an internal matrix and an external matrix. For the present study, it is of interest the study of lexical neologisms (word formation) and semantics (sense or meaning of the word). The lexicon of a language, according to Biderman (1998, p. 91) "is a way of recording knowledge of the universe. When naming referents, men classify them simultaneously." It is important to make clear the difference between the lexicon and the vocabulary. For Biderman (1996, p. 32), the "lexicon is the abstract set of lexical units of the language; vocabulary is the set of discursive achievements of these same units. In terms of discursive achievements, any significant sequence will be indifferently and imprecisely called a word or vocable".

While the lexicon is located at the system level, the vocabulary is at the level of speech, that is, of individual speech achievements. We agree with Biderman since the lexicon is the main actor in the formation of ideas, discourse and systematic variation of the language. Lexical creation is everyday in the speech of any language.

Recently, Brazil has experienced a range of neologisms that have emerged in the political arena: **mensalão, petrolão, democídio, lulês, irresponsabilidade-fiscal, destucalização, dilmamóvel, dolarização, bolsonarismo, gado, coxinha, rachadinha, olavismo, familicia, laranjas, live** among many others. In June 2016, the United Kingdom became aware of **brexit** neologism when the plebiscite campaign was being held to find out whether it would leave the European Union or not. **Brexit** neologism is a combination of Britain and exit, from English. It is a new word, therefore a neologism that enriches the lexical collection of the English language. These examples support the thesis that all living languages are in a dynamic process of creation and that this creation addresses the communicative needs of the speaking community. Let's see below how lexical neologisms are manifested in a given language.

THE LEXICAL CREATIVITY OF A LANGUAGE OR LEXICAL NEOLOGISM

The language is unstable, dynamic and creative. At all times, the language tries to adapt to the new social, economic and political realities. All manifestations of language are verified (materialized) in speech, in the individual, and there is where the first manifestations of linguistic variation and change. As we discussed in the previous section, the lexicon is general and the lexical extension in a language is a natural phenomenon, although there are countries that control (on the basis of linguistic judgment commissions and committees) the entry and integration of neologisms in the language. In LP, this type of institution does not yet exist and, thus, the entry of neologisms seems little arbitrary within the same linguistic variety.

Neologisms from other languages are seen as "evil" by people with little knowledge of the phenomenon. Bill No. 1676 of 1999 (BRASIL, 1999), authored by the former deputy Aldo Rebelo, is a clear example of concern with the beauty and preservation of the Portuguese language. The bill defends that the arrival of a foreignness in PB must have a 90-day "stay visa", just as it happens with foreigners who come to Brazil. After 90 days, the foreign word must be replaced by an equivalent word or expression in LP (Art. 5 of the Project). Any foreign word that is used will be considered harmful to the Brazilian cultural heritage and punishable under the Law (Art. 4). As can be seen from these two articles, there seems to be a wide-ranging linguistic intolerance on the part of the project's mentors, as the language is not controlled in this way.

Lexical creation is closely linked to sociocultural reality and cannot be dissociated from it. The phenomenon of "foreignness" occurs in all the languages of the world, as there is no homogeneous culture. Every culture is the result of cultures, languages and social habits. Discussing foreign languages and language loans, linguists Alves (1994), Assirati (1998), Humbley (2008), Sablayrolles and Jacquet-Pfau (2008) showed that they do not damage the beauty of the language, but rather enrich the lexical collection linguistic and semantic.

If the language only makes sense within its community, then it is to it that we must respect and accept lexical creations. The authors show that lexical creation can be general, but it can also be from a specific area such as information technology (HUSTACHE-GODINET, 1993; ASSIRATI, 1998). Just to illustrate some examples, proper names can change to common names, as in "Ricardão". Ricardo is a proper name. "Ricardão" is a nickname of Ricardo, but it can also be a common name in the phrase "Ricardão is suspected of killing his lover's husband in Montes Claro" (CAETANO, 2014). In this sentence, "Ricardão" is a common name, which means that any man with the physical characteristics pre-established by a social group (healed, handsome, etc.) to be Ricardão can be called as such.

Another example is the adjective *old* which is dated in 1162 by Houaiss Dictionary (HOUAISS; VILLAR, 2009, p. 1929). Of the 9 meanings present in the dictionary, the meaning of "guy" or "friend" does not appear. In the phrase "Dude, help me there", the word evolved its meaning and acquired other meanings, which is a semantic neologism. This extension of meaning is common in all languages and should be understood as a natural phenomenon. We end this part by citing the example of the common noun "jewel" (*e.g.* "I have jewel") which at times becomes an adjective (*e.g.* "I am jewel"). When the word "jewel" appeared in the sec. XIV, according to Houaiss and Villar (2009, p. 1135), it meant only "object of precious material". Due to historical and cultural contexts the noun "jewel" evolved from name to adjective which means "good, well, right, correct".

The Geographic Variation of the Lexicon

Sapir (1969, p. 59) points out that "cultural change and linguistic change do not occur along parallel lines and, therefore, do not tend to remain in an intimate causal relationship." The insertion of a language in culture always takes place in a very special historical context, not only because each person has their own history, but also because the language changes over time, with circumstances, with the genres and types of media in which it is used, and all of this is unstable.

In this way, certain words appeared in certain languages because the people who spoke them had a unique interest in the realities they express, and for that reason they cannot be translated. Ilari (2013) gives an example of the word "saudade" that would have been invented by the Portuguese and that would not have an adequate equivalent in other languages ("nostalgia", "regret", "homesick" would invariably be failed translations). Learning a language like Portuguese, for example, would be more than mastering a culture of illustration, but learning to be socially in Portuguese, which involves much more than simply mastering linguistic forms and cultural curiosities about the target language of Brazil or Portugal or Angola.

More than an instrument, language is a symbol, a way of identification, a system of producing individual, social and cultural meanings; Culture is neither before nor after the language, nor one within the other.

The lexicon being the most visible part of the language, the words vary according to the geographical space. What in Brazil is **café da manhã** or **quebra-jejum** (breakfast), in Portugal is **pequeno almoço** and in Angola and Mozambique it is called **matabicho**. The lexicon of Brazilian Portuguese differs from the lexicon prevalent in Lusophony. There is a more general lexical set, one that belongs to the system. This lexicon is shared by everyone and is undoubtedly the one that allows intercomprehension between Brazilians and the rest of the Portuguese speaking world.

On the other hand, there is a lexicon that is characteristic of Brazil and that cannot be understood by other members of the Lusophone community. For example, if we ask a Portuguese speaker who is not Brazilian, the meaning of the words **jaburu, tuiuiú, rei-dos tuinins, tuiú-quarteleiro, jabiru, tuim-de-papo-vermelho, tuiupara, cauauá** they will certainly have difficulty in recognizing them. Why? Because they are part of the lexical collection of the Brazilian variety.

All the words cited are different names to designate a single bird called *jabiru mycteria,* from the family *ciconiidae.* Language is culture and the lexicon identifies culture. For a more precise geographical identification, Timbane (2013) uses the terms Mozambican and Brazilian. Just as the terms Cape Verdeanisms can be used, they are Tomesisms, Portugueseisms, Angolanisms, East Timorisms and so on for sociolexical realities in Cape Verde, São Tomé and Príncipe, Portugal, Angola, East Timor, respectively. The words 'scene' (Mozambique), thing (in Cape Verde), train (in Brazil) and 'mambo' (in Angola) have the same meaning. The words 'taco' (Mozambique), 'din-din' (in Brazil), 'kumbú' or 'jabá' (Angola) mean 'money'. The words 'berlinde' (Mozambique), 'carambola' (Cape Verde), 'bílas' (Guinea-Bissau), 'bolinha de gude' (Brazil) and 'bilas' (Angolas) have the same meaning: marbles.

On the question of the geographical variation of the lexicon, the fact is clearer that no linguistic policy can control the local / geographical sociocultural contexts of the language. Even France, which has the Superior Council of the French Language, is unable to control the lexical neologisms of the French varieties in French speaking. In the Portuguese-speaking context there is no institution with similar intentions because the idea would create sharp divergences since each country would defend its words including its spellings in the case of loans and foreignnesses.

The lexical expansion in the context is encouraged by the social / cultural contexts resulting from the linguistic and ethnic-cultural situation, resulting in an enrichment in all linguistic aspects including the lexical. Lexical creativity arises from the need to designate products, concepts newly created in another language and which are adopted for cultural, financial, scientific reasons, etc. (TIMBANE, 2013, 2014).

Corpus of Exclusion and the Duration of the Neological Process

Exclusion corpus is the oral or written material that serves to identify whether a particular material or linguistic phenomenon is part of or is non-existent. In studies of neology, the exclusion corpus is used to verify whether a given lexical unit is neologism or not. The language dictionary has been used to verify this existence or not. Currently, four important dictionaries in LP are suggested: (a) Novo Aurélio: the dictionary of Portuguese language of the 21st century, (b) Michaelis: modern dictionary of LP, (c) Houaiss Dictionary of LP and (d) Dictionary UNESP of Portuguese Language.

With regard to corpora, it is necessary to consider several archives existing in universities and important institutions. Examples of (a) Portuguese Corpus (http://www.corpusdoportugues.org/), (b) Portuguese Corporation / COMET Project (http://comet.fflch.usp.br/corporaportugues), (c) Brazilian Corpus (http://corpusbrasileiro.pucsp.br/cb/Inicial.html) and (d) Contemporary Portuguese Reference Corpus (http://www.clul.ul.pt/pt/recursos/183-reference-corpus-of-contemporary-portuguese-crpc) among others.

The dictionary of words brings a guarantee that at some point in history the word will be consulted or used in reverse when the word is in the oral memory of the community. We agree with the idea that in cultures where languages are acclaimed, the death of a member of the community is equated with the destruction of a library, as it is not known where certain experiences can be consulted. The inclusion of the word in the dictionary is not a guarantee that the word will be used frequently by the linguistic community, but it is a guarantee that it will be preserved and can be consulted at some point in history.

It is also known that there are many words that we use on a daily basis and that have not yet been dictionarized. Why? Because in the corpora used in the elaboration of the dictionary, no such word occurred. The word "encoxador" is very well known by the São Paulo people. It was in São Paulo subways where the word came up and spread. It is defined as "encoxador" a male individual who embraces, touches or touches his sexual organ in a woman public space and without her consent. "Carroçódromo" (catwalk) is defined as the walkway or the space where ox carts parade at "Divino Pai Eterno" parties. In conclusion, the words

"encoxador" and "carroçódromo" are frequently used in Brazilian Portuguese and have not yet been dictionary. These words occur only in the Brazilian variety of Portuguese and reflect realities in the sociocultural context of Brazil.

There are times when an expression becomes a noun, such as: "cara de pau" (shameless). Speakers of the Brazilian variety of Portuguese may not realize that this expression is already a noun. Its use is so widespread that no one pays attention that it has evolved semantically so that it can be understood as a word, a noun that deserves its definition. For example: "The shameless guy hit the woman" or "He is shameless". In these examples, it is clear that "cara de pau" is a gender-neutral noun, as it plays both a noun and an adjective.

We started this debate by stating that the study of neologisms is complex. There have always been interesting questions that seek to deepen this question: How long does a neologism last? To what extent can it be said that a certain word is no longer new? Are the lexical units **sutiã, jeans, shopping, arara, acaé, açu, jacaré, batuque, caçula, moleque, quizumba**, etc. still foreignnesses in Portuguese? If not, what made them stop being foreignnesses?

Yeah. These are fundamental questions because it is difficult to measure or evaluate the duration of the neological process. Some linguists such as Sablayrolles (2006, 2012) and Bouzidi (2010) argue that "duration" depends on the state of the word and "neological feeling" in the linguistic community. According to Bouzidi, "duration" is a relative variable because it will depend on the frequency of use by the speakers. We believe that the dating of the appearance would be a better proof of neologity. But in many cases one barely knows when, where and how neologism came about. But there are words, especially in the area of politics and information technology that can identify the time period of its creation, such as the example of a mensalão (monthly allowance), tuitar (to tweet), whatsaap, facebookar (to facebook), petrolão (big oil), Brexit, etc.

We understand that the "neological feeling" is verified by the lexicalization and dictionaryization process. Thus, Bouzidi argues that the neological process starts from the process of creation until the moment of admission or acceptance in a general dictionary. The length of time between appearance and acceptance in the dictionary depends on several factors. One of the main factors is the frequency of use because the frequency will cause the word to appear in the corpora that will be used in the elaboration of the dictionary.

METHODOLOGY OF WORKING WITH NEOLOGISMS

Identifying a neologism is a very complex task and depends on the factors that are selected by the researcher. One of the neologist's first tasks is to determine what he will consider "neologism" and what its characteristics are. The determination of the neologisms classification criteria allows to treat all words equally without any discrepancies. That is, one and only ruler is sought to measure several objects in a uniform way. The researcher needs to be aware of the lexicon of the language and measure the temporariness of the word, that is, determine whether the word or idea is recent or old. Time can be separated by centuries, decades, years or months depending on what you want to study. It must be determined whether the study is synchronous or diachronic. The researcher must be an active reader or an individual who mixes with the local speakers because it will attempt to understand the frequency of use both orally (in the speech of community members) and in writing (newspapers, notices, billboards, literature, etc.).

The word will only be new if it is felt by the speakers as such, as the speakers are part of the larger group that seeks the rules of the system (language). It means that they will only be neologisms if the lexical or semantic unity does not form part of the general collection of the system or in the collective psychic of the speakers. Another possible way of "measuring" neologism is what is called the exclusion corpus. In the exclusion corpus, a dictionary is chosen to serve as a query, to verify the neology. Any word that is not in the dictionary will be considered "new". Therefore, the consultation of the neology can occur at the level of the direct consultation of the speakers or through the use of an exclusion corpus.

The important thing is that the dictionary must be monolingual, representative in the language, and must be recognized by researchers in the field of its suitability, due to the fact that it has used a range of representative corpus (articles, newspapers, letters, magazines, formal and informal documents, etc.) and that has a number of entries that are part of a lexical treasure of 1000,000 to 400,000 words. A standard dictionary, according to Biderman (1998), should have around 50,000 words.

It is clear that there is no dictionary that recorded "all" the words used by the language community. The absence of some lexical items is justified by the corpus used (textual reference corpora), by the frequency of the use of certain words, by the acceptance of the speakers or by the lexicographer's poor understanding when selecting and analyzing the items. Even so, the dictionary is still an important tool for working with neologisms. We will not fail to recommend that the "mining" of neologisms can be done manually or electronically. The first method takes more time and is difficult when the research corporations are numerous while the second is aided by computer programs and applications. In this case, the research has been faster.

## The Written Press in Catalão and the Research of Neologisms

The most widely circulated Catalão press is the newspaper. The newspapers record local, national and international news in Portuguese, respecting the "standard norm" or "cultured" suggested by the normative grammars. It is known that all articles published in the written press go through a review by the editor before their publication, but they always reflect the individual linguistic marks of the authors. The writing follows the rules of the Portuguese Language Orthographic Agreement.

The choice of research with newspapers is justified by the fact that they are written and printed in the city of Catalão. The daily newspapers Diário de Catalão (JDC) and Diário Dito e Feito (JDDF) are daily and circulate in the city of Catalão containing from 6 to 12 pages. The JDC costs R$ 1.00 and the JDDF is free. In the newspapers we focus our research on the identification and selection of lexical and semantic neologisms, always trying to extract and present some examples throughout the data analysis section. Five editions of JDC and 11 of JDDF were analyzed. The main editorials of the newspapers that served as object of analysis were: cities (or local news), State (news from the country), sports (national and international), varieties, fashion and entertainment. It is important to make it clear that the research focuses on the occurrence of neologisms and not on frequency. This research was not submitted to the Ethics Committee because it is free and publicly accessible material. Let's look at some results below.

Analyzing Neological Cases in Catalão Newspapers

The research data show that the JDDF presents more cases of lexical formations when compared to the JDC. Perhaps the greater number of JDDF pages has contributed to the increase in the occurrence of lexical and semantic neologisms. Otherwise let's see:
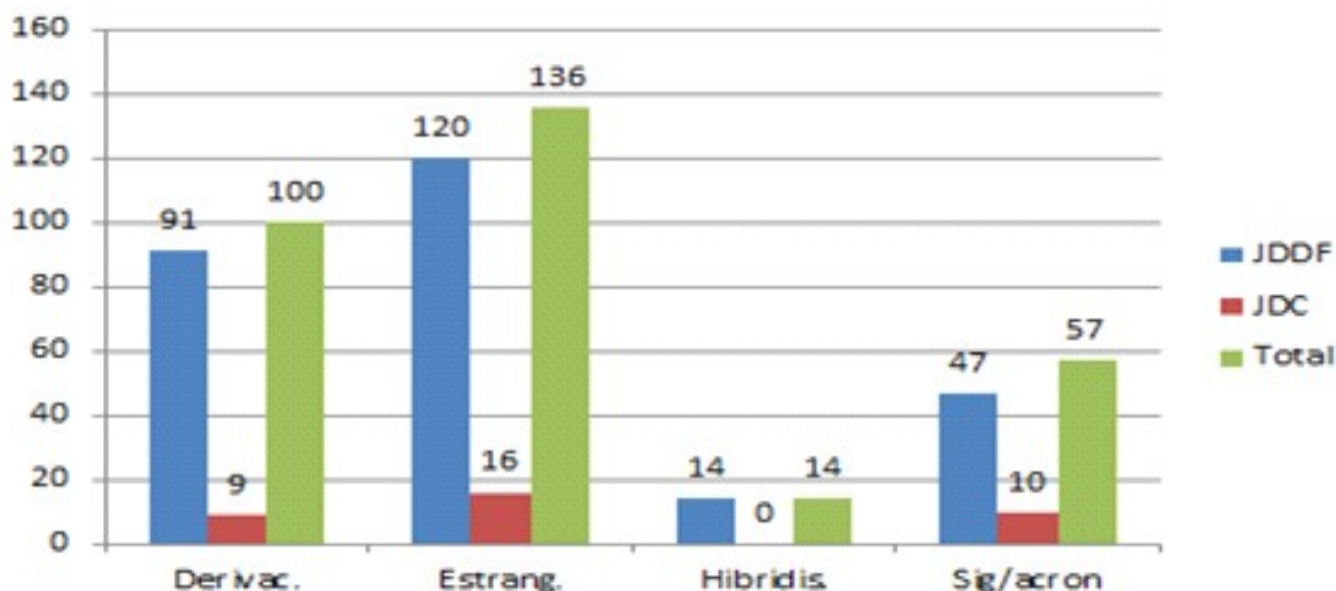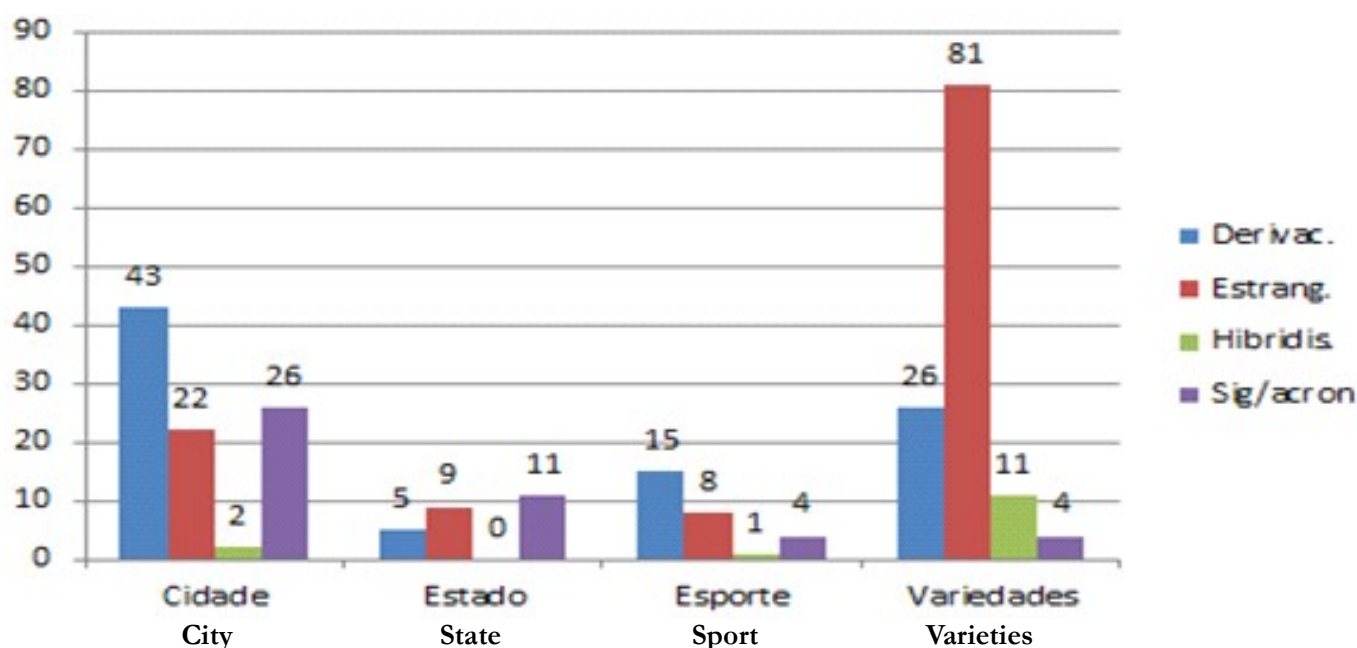
Graph 1 – General date of the newspapers Diário Dito e Feito and Diário of Catalão

	City	State	Sport	Varieties

Graph 2 – Date from the newspaper "Diário Dito Feito"

Graph 1 shows that there were 100 cases of neologisms formed by derivation processes, that is, formations by prefixing and suffixing. This group includes lexical units of the internal matrix that have acquired other semantic meanings over time. Regarding our basis for consultation and exclusion, the *Houaiss Dictionary* (HOUAISS; VILLAR, 2009) allowed us to observe 136 cases of foreign language originating from the English language, mostly. The JDC has not registered any cases of hybridism. Words formed from acronyms and abbreviations reached 57 cases, with JDDF presenting 47 cases. The data in Graph 1 leads us to conclude that

neologisms are present in Catalão press, although they were little perceived by speakers. The words enter like this, silently, and are installed in the language. Some withstand time; others disappear even before they are added to the dictionary.

In all newspapers, it is noticed that the authors of the articles do not treat neologisms as such, for this reason they do not emphasize or mark (with italics or bold). The process of integrating neologisms is chaotic, but it can be overcome and accepted by local speakers. It is important to study the behavior of each newspaper. Graph 2 presents data from the JDDF.

Graph 2 illustrates how neologisms behave in JDDF. Foreigners lead the number of occurrences with 81 cases of lexical foreigners. These cases occur on the varieties pages because that is where you can find sales /purchase ads, various types of advertising, technology and fashion. It is in this part where examples of the type were identified: *silhueta, styling, looks, smoking, off-road, selfie, iphone, instagram, bluetooth* (silhouette, styling, looks, tuxedo, off-road, selfie, iphone, instagram, bluetooth), among many other words. In the city news, there was a creation of words within the LP. In this part, journalists create words by processes of derivation and semantic innovation in 43 cases. We will present these cases in detail later. The important thing to note is the lack of cases of hybridism in news from the State of Goiás. Another interesting lexical creation is the formation of words from acronyms and abbreviations whose occurrence reached 26 cases in city news.

The JDC presented 16 cases of foreign language, 9 cases of derivation and semantic formation and 10 cases of word formation from acronyms and abbreviations. In this part, we do not include the truncations that are the reductions of the word matrix without loss of semantic value. A word (refrigerante, flagrante, aniversário, responsabilidade) (soda, blatant, birthday, responsibility, etc.) can pass for truncation (refri, flagra, niver, responsa, etc.) and then create other grammatical inflections (refris, flagras, níveres, irresponsa) thus constituting lexical neologisms. These truncations do not occur in African Portuguese varieties. They are specific to Brazilian Portuguese. There were no cases of hybridism at JDC. One of the reasons for the low number of occurrences in this newspaper is justified by the fact that we obtained few editions and also by the fact that the newspaper consists of only 6 pages, a relatively smaller number.

Composition

Composition by juxtaposition occurs when there is no change in the radicals that join. In these newspapers, some cases were identified, such as: climatempo (JDC, 06/10/16, p. 1), poupa prazo, poupa tempo (JDC, 06/06/16, p. 1), socioambientais (JDC, 08 / 06/16, p. 1), bolsa-família (JDC, 06/08/16, p. 5), tucano-chefe (JDDF, 06/14/16, p. 2), chapéu guarda chuva (JDDF, 06/14/16, p. 9), tia do cafezinho (JDDF, 05/20/16, p. 3), santacasa (JDDF, 06/14/16, p. 8). The meaning of each part of the word separately has different meanings, and so when they are joined they form a new meaning.

Agglutination formations occur when there is a change in at least one of the radicals that join. In the newspapers under study the words were identified: plurianuais (plural + annual), sinditaxi (taxi syndicate), metrobus (metropolitan + bus), empatite (draw + Tite). This phenomenon of joining names happens frequently in proper names: Rosangela (Rosa + Angela), Rosana (Rosa + Ana), Eliana (Elias + Ana) among many other cases.

Calques

Foreign words are words from other languages   and are integrated into the language. Entry is neither arbitrary nor disorganized. The language (the system) establishes integration rules predetermined by the target language (ALVES, 1994, SABLAYROLLES, 2006, CARVALHO, 2009). For example, all foreign verbs are

integrated in the first conjugation, ending in *-ar* (in Portuguese). That's why we find verbs like: facebookar, tweetar, bloggar, startar, deletar, printar, linkar, logar, estressar, and so on.

Furthermore, the word "disk" comes from English and means "disk, a flat surface covered with a substance capable of being magnetized" (MICHAELIS, 2005, p. 27). Brazilian Portuguese searched for this English word to form compound words like: disk snack, disk taxi, disk drinks, fruit disk, disk delivery, disk water. The disk does not have the same meaning as English. In this way it changed from the original meaning and gained several meanings. Example: "disk taxi: (64) 344270" means "call the taxi at (64) 344270"; "Disk delivery: (64) 344270" means "if you want your product to be delivered call (64) 344270"; disk drinks: (64) 344270" means" to buy drinks call (64) 344270", and so on. There is an idea that the word "disk" is related to the "dialing" of old landlines that used the dialing system to make the call. But these phones are no longer common these days. Current phones are keypads and not dialed. Everything indicates that the "inventors" of the word "disk" wanted to keep the "phonetic" origin even by distorting the English spelling "disc" and the meaning (disc).

Another calque is "gringo" (JDDF, 06/14/16, p. 9). The word has a Spanish origin "griego" in reference to the expression "this is Greek for me". This expression is used when someone does not understand something. The word gringo is registered in HOUAISS; VILLAR, 2009, p. 990) as "foreign individual, resident or passing through the country." In this concept, it is added "that has purchasing power." Caubói (JDDF, 06/14/16, p. 9) is a graphic adaptation of cowboy from English. In addition to the definitions given by the *Houaiss Dictionary* (p. 425) the word has evolved its meanings. Currently 'cowboy' refers to any man or woman who dresses in cowboy fashion even if they have not grazed herds.

Derivation by Prefixing and Suffixing

In newspapers there are cases of formation of new words by prefixing. Ex: gay pre-parade, micro-entrepreneur, ex-mayor, ex-congressman, ex-congressman, vice-candidate, inexpressive, depoliticizing, triathlete, microgeneration and mini-generation. b) There are cases of suffixation: politicians, apple polishing, monthly, peedebist, capricy.

Formation of Verbs from Proper Names

The change of word class is motivated by two reasons: the first is due to the "need to use words from one class in grammatical structures that require words from another" and the second is due to the "need to take advantage of concepts occurring in words from one grammatical class to another one" (BASILIO, 2008, p. 28). An example was identified in the research corpus:

(01) Ex. "... the then PSDB candidate Jardel Sebba, proposed to uberlandize Catalão, that is, do it here ..." (JDDF, 05/17/16, p. 2).

The verb "uberlandizar" belongs to the verbs of the first group and ends in -ar. In addition to this grammatical change, "uberlandizar" is at the same time comparing something with the City of Uberlândia.

Foreignness

In this research, we defined words and expressions from foreign languages , in relation to Portuguese or a standard accepted in Lusophony by foreign language. We make it clear that we do not include loanwords, those that adapt to the target language. Examples:

(02) "... let any **fashionist's** jaw drop ..." (JDDF, 05/13/2016, p. 9)

(03) "... tips to transform a **hobby** into income ..." (JDC, 06/08/16, p. 1-2)

(04) "... will have a stand at the Estação Goiania **shopping mall** ..." (JDC, 06/08/16, p. 1)

Other examples of this type are: **status** (JDC, 06/08/16, p. 2), **coach** (JDC, 06/08/16, p. 2), **coaching** (JDC, 06/08/16, p. 2), **airbag** (JDDF, 06/14/16, p. 9).

The examples highlighted in the sentences above (except sentence 2) kept the spellings of the source languages. All highlighted words are from English. Foreigners preserve the spelling and pronunciation in most cases and do not go through some grammatical input, as happened in the example of the sentence (2). In the sentence 2, the word *fashionista* has undergone some adaptation in Portuguese, thus changing to loan category.

The word *jeans* appeared in the 1800s and entered the Portuguese language. Since then it has never had an inflected spelling, that is, it has neither plural nor singular. Recently we have seen the frequency of use of the words *smartphone*, *whatsapp*, *fast food*, *self-service*, *impeachment* in the media and advertising. These are words that retain their original spellings.

Let us look at other examples of lexical foreignness extracted from Catalão newspapers: **ranking** (JDC, 06/09/2016, p. 4), **looks** (JDDF, 05/13/2016, p. 9), **designer** (JDDF, 05/13/2016, p. 9), **red carpet** (JDDF, 05/13/2016, p. 9), **facebook** (JDC, 06/06/16, p. 3). As shown in graphs 1 and 2, the frequency of foreign languages   is strong in Catalão Portuguese. Almost all foreigners come from the English phenomenon that is justified by the expansion and valorization that English language has been gaining in the last years, mainly in the sphere of the economy and of the technologies.

Word formation from acronyms and abbreviations

As the words "radar", "aids", "RG", "CPF", "laser" and many others appeared, words used in Catalão Portuguese were identified in our research corpus. Acronyms and abbreviations have contributed to the creation of many lexical neologisms in Brazilian Portuguese. Often acronyms and abbreviations cease to be as such and gain new meanings, what we call neologisms. AIDS (English, Acquired Immune Deficiency Syndrome), DNA (English, DeoxyriboNucleic Acid), DVD (English, Digital Video Disc), RADAR (English, Radio Detection And Ranging) are some examples (TIMBANE, 2013). It is difficult to recognize that these and many others (Petrobras, etc.) are acronyms and abbreviations, because their frequency of use has taken root in the speech community in such a way that they ceased to be as such and became words of the Portuguese language.

In the context of Catalão newspapers, there is a frequent use of acronyms and abbreviations that are no longer considered as such by the speakers. Let's see some examples: UPA (JDC, 10/06/2016, p. 1); SUS (JDC, 10/06/2016, p. 2); DETRAN, in Goiânia (JDDF, 13/05/2016, p. 4); UBS (JDC, 06/10/16, p. 2); PIS (JDC, 06/10/16, p. 3); Detran (JDC, 06/10/16, p. 5); Denatran (JDC, 06/06/16, p. 1); Agehab (JDC, 06/06/16, p. 2); CPF, PIS (JDC, 06/10/2016, p. 3); Petistas, Peemedebistas (JDDF, 05/13/16, p. 2); LGBT, etc. This means the power of the language to form words from acronyms and abbreviations. Acronyms can be foreign or of the language. See that these new words inflect in number and agree whenever possible.

The formation of proper product names in advertising

Naming is a natural and common feature of human beings. The human being always tends to assign names to phenomena, to things, to everything. Nowadays there is a tendency to assign proper names to names that were common, that is, there is a tendency to convert common nouns into proper ones.

Denominative neology is one that is created by the need to give a name to a new object or concept. It resides, therefore, not from the desire for lexical innovation, but from the need (ANTUNES, 2012, p. 48).

The Brazilian Federal Police has assigned a name for each new operation that appears. Denominative neologism is considered because it aims to specify a particular operation. That is why we have names such as Operação Custo-Brasil, Operação Lava-Jato, Operação Turbulência, Operação Mar de Lama, Operação Acrônimo, Operação Zelotes, among many other names (POLÍCIA FEDERAL, 2016).

Most of these cases are found in product names in supermarkets, food stores. The attempt to bring a proper name to a product was not common in the 1980s and 1990s, a fact that leads us to conclude that these are neologisms. These names are not yet dictionary-based, so in our research we call them neologisms. They are proper nouns that create a difference when choosing a product. We understand that the assignment of proper names to the products is a necessity of the customers, of the citizens, because this way it aims to avoid exchanges when buying a product.

Specifically, we can mention the cases of Salgadinho Cheetos, Osram Led Lamp, Bauducco Cookie, Nivia Aero Deodorant, Homemade Peta Biscuit, Willliamas Pear, Ponkan Tangerine, Filadelphia Cheese, Kibon Ice Cream, Hamburger Perdigão, Maguary Juice, Hellmann's Mayonnaise, Petti Suisse Danoninho, Pampa Rice, Saborelle Juice, Skol Beer, Heineken Beer, Patureba Carioca Beans, Maturatta Friboi Termite, among many other names. It means that it is not enough to send someone to buy beer. You must specify which beer you need. That's why these names come up: Bohemia beer, Sol beer, Devassa beer, Crystal beer, Itaipava beer, Kaiser beer, Nova Schin beer, Antarctic beer, Brahma beer, Skol beer, Proibida beer and so on.

We affirm that these are proper names because the Beers circulating in Brazil mentioned in the previous paragraph cannot be confused with Beer Laurentina, Beer 2M or Mac-Mahon, Beer Manica, Beer Impala produced in Mozambique. See that within proper names there are other specific names. For example, Beer Laurentina has other sub-names of its own: Beer Laurentina Clara, Beer Laurentina Black, Beer Laurentina Premium. These examples on beer clearly show how product names tend to get proper names. Car names have also evolved over time. There is an impression that car names have full names. For example: JAC T5, Suzuki SX4 or Suzuki Gran Vitara, Ford New Ford (JDDF, 14/06/16, p. 8) clearly show the tendency to assign full names.

Hybridism in Catalão Portuguese

According to Bechara (2009, p. 372), hybridity is called "the formation of words with elements of different languages [...] our language forms with ease hybrids with foreign elements that are perfectly assimilated to the language, which pass as native elements". In Catalão (GO), the frequent use of the words "moderninha wi-fi", mix-wash, led lamp, vip class, fitness fashion, eyebrow designer, advanced Excel, professional Excel, split air conditioning, Premium washing, taxi-dog. In JDDF, hybridities were identified mainly in the fashion area. For example: "peep-toe boots, tennys pé, ripped jeans, flat jeans, cashew velvet, midi skirt, white cropped, rebel chic style, powerful make" (JDDF, 12/05/2016, p. 9). The fashion area is very creative in this type of creation. There are several types of jeans: straight jeans, skinny jeans, flare jeans, boyfriend jeans, capri jeans, saruel jeans, slimfit jeans, oversized jeans, bootcut jeans, jogging jeans. Equine therapy (equo = water, in Latin + therapy) and metrobus = metropolitan (Portuguese) + bus (English) can also be mentioned.

Semantic neologisms

Semantic neologisms concern the meaning or, rather, the change of meaning without the need to create a new word. In this case, an old word or expression often recorded in language dictionaries changes its meanings or takes on new meanings. According to Cartier and Sablayrolles (2010) and Timbane (2014) this can be caused by historical, social, linguistic and psychological changes. We add to this range the economic, political and new causes of information and communication technologies.

a) The separate words "pedaled" and "fiscal" each have their meaning because they can even be consulted in any language dictionary. But together, that is, "fiscal pedaling" have other semantic meanings that are not yet registered in the dictionaries. The semantic value of the word fiscal pedaling is far from the words pedaled and fiscal separate.

b) The word "lava-jato" is a neologism in the Portuguese language. Note that the word formed is "lava-jato" and not "lava-a-jato" (car wash) as expected, which means that it is a new word, with a new meaning. Houaiss and Villar (2009) record: butt-wash, hair-wash, butt-wash, tooth-wash, dishwasher, foot wash, dishwasher only. But there is no "car wash" that is the movement, diversion or benefit of financial resources or assets of an organization or state in an unlawful manner.

c) The word *delator-bomba* (whistleblower bomb) is recent in our Portuguese. In the example "Lava Jato's whistleblower says that bribes in the elections come since 1946", it is clear what the meaning refers to.

d) *Mensalão* (month + corruption or month + large): The prefix –ão has been used to form augmentatives in the Portuguese language. If not, let's see: cachorro-cachorão, gato-gatão, bobo-bobão, carro-carrão. The –ão gives us the meaning of "big", of large size. We expected the word monthly to mean "a big month, maybe many days", but today it refers to "money wrongly received by a group of employees who instead of waiting for their monthly salary to be willing to divert money to form an extra salary and fraudulent. The same thing happens with the word "bolão" that was a big, bigger ball, but the word refers to the realization of a lottery game in groups. Therefore, the augmentative suffix –ão did not have the same effect. The same effect happens with the first name Ricardão. At first the -ão brings a sense of greatness. Ricardão would be a grown up Ricardo, adult, but our society has given another meaning to –ão. In this case it means a handsome, healed man who is desired by many women or a lover of women. In this case the –ão did not have the expected effect from a linguistic point of view.

e) Another word that ends with the prefix –ão and has changed its meaning is the word "paredão". For Houaiss and Villar (2009, p. 1435), the word paredão appeared in 1660 and means "large wall; very high and consistent wall; wall or place where people are shot." Today the word has gained new meanings, so it is a semantic neologism. Paredão refers to someone who is isolated, single or without friends. This neologism was created by the BBB program of the Brazilian Globo television network, so it is possible to periodically delimit the date of its creation.

f) Another case of change of meaning is the word "marmitex" used frequently in Catalão to refer to food served in copper lunch boxes or other material with a lid. The Houaiss dictionary registered the word "marmita" (lunchbox), but not "marmitex". In the seven meanings of the word "marmita" in the *Houaiss Dictionary*, none makes any reference to food. Then, we see the evolution of the word from lunchbox to "marmitex", which is not even referring to the object that takes food, but the food served in an unusual container in the domestic environment but is usual in the commercial one. There is a significant evolution of the word. –Ex is a style suffix used by speakers, as LP does not have the characteristic of ending words with –ex, but there are rare cases like poupex, duplex.

g) According to Houaiss and Villar (2009, p. 455), "chip" is an anglicism and refers to the "small miniaturized blade (generally made of silicon) used in the construction of diode or other semiconductor transistors, capable of making several more or less complex functions". Houaiss and Villar's explanation ends there and makes no reference to the card used to identify, control and store data from cell phones of technology of the global mobile communications system (in English, GSM), which in Brazil is called "chip". The basic function of a "chip" is client authentication. Therefore, "chip" is a neologism in the context of Brazilian Portuguese. We said the context of Brazil because in Mozambique it is called "initial card" and in Portugal "SIM card". Analyzing the word "chip" in two British English dictionaries and one American English dictionary and there is no evidence that it is a card, which leads us to conclude that the English word "chip" changed its semantic value and acquired a new meaning:, "SIM card" used in cell phones.

h) The word "mister" in the *Michaelis Dictionary* (2005, p. 56) means only "sir, lord". The *Houaiss Dictinary* (HOUAISS; VILLAR, 2009, p. 1299) defines "mister" as a professional activity, craft, profession; formal respectful treatment used in Anglophone. But in the sentence extracted from the JDDF corpus we have the following sentence: "Mister [Zidane] helped us a lot. He awakened that force ..." (JDDF, 05/13/ 2016, p. 7). It is noticed that there was a change in the meaning of the word "mister". In this context, he is a football treiner or coach. "Mister" comes from English and its semantic meaning was changed when it was loaned to Brazilian Portuguese and started to have the sense of treiner or football coach.

i) Another example of semantic neologism is the word "cool" from English whos meanings are "to cool, to calm, cold, fresh, calm" (MICHAELIS, 2005, p. 22). This lexical unity, when incorporated into the LP, changed its semantic value to mean "beautiful", as the example extracted from the corpus shows: "... smart enough not to make the neckline too sexy among the **coolest** tops and fashionists on the planet." (JDDF, 05/ 12/2016, p. 9, emphasis added).

j) Another example of semantic neology today in Brazil is that of the word "family". According to Bill 6583/13 (CÂMARA DOS DEPUTADOS, 2013), the family is the social nucleus of people united by affective bonds, who generally share the same space and maintain a solidary relationship. It is a new concept, with new qualities and that completely changes the initial idea of family, so it is a semantic neologism.

CONCLUSION

The research revealed the existence of a creative activity of LP in newspapers printed in the city of Catalão. We noted that word formation is linked to culture, for many lexical units are only explained in the context of this variety. The lexical-semantic formation is constant and uninterrupted and cannot be controlled since society creates and does linguistic maintenance. Speech is an act of human faculty, this knowledge is deposited in the mind of each individual, who needs this tangle of combinatorial signs entirely so that there is an understanding, initially making a communication. It is a process of forming linguistic signs, semantic, syntactic structures, used by speakers (native and non-native) that are related to the context, the environment that individuals frequent and / or those around them.

The survey concluded that newspapers have a high occurrence of foreign language (136 cases), which shows that there is an entry of words mainly from English. The entry of English words is justified by the influence that English has in the international arena. Interestingly, there were no cases of loans from the Spanish, although Brazil is surrounded by Hispanic countries. The JDDF had a higher occurrence (91) of cases of formation by derivation and composition. It is a recurring phenomenon in all languages and often disguises lexical formation. The research observed the formation of words through acronyms and abbreviations present in the corpus in 57 cases. These new words go unnoticed and integrate into the language. Today nobody thinks that radar, leisure, AIDS are acronyms. Catalão Portuguese varies semantically from the words resulting from the regional contexts that characterize it, but there are also cases of formation of proper product names. There is an attempt to assign proper names to everything, perhaps to mark and bring an identity specific to the objective or thing.

In this research it was demonstrated how the lexicon characterizes a variety or variant. Many of the new words identified in the newspapers would not be found in Portuguese newspapers, Angolan or Timorese newspapers. These are words that immediately send us to a certain place. For those who live in the city of Catalão (GO) these words are common and understandable. The variant identifies a very restricted language community. Catalão Portuguese is not another language, but about a characteristic of a place. If the language can be analyzed syntactically, morphologically, semantically, etc., this research focused on the lexical element.

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