

How To Be Successful In Life Using The ?Esperanto? Of Business: A Postcolonial Reading, Using Semiotics, Of Advertisements For English Courses In Brazil

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Resumo

It is undeniable that knowledge of the English language for peoples that do not have English as a native language is important in the economic, political and cultural spheres of the globalized world (Pennycook 2010), reinforcing the fundamental relationship between globalization and the English language (Ortiz 2006). The knowledge of English enables individuals to access the best positions in the job market (Cagnan 2008); a successful professional life (Boussebba, Sinha, and Gabriel 2014). Marketing literature has for long ignored postcolonial discussions (Varman 2019) and offers few studies that explain how commercials are used as a tool for Eurocentric valorization (Jack 2008), helping to perpetuate the globalization of the English language as a lingua franca (Mufwene 2010). Therefore, knowledge of how this form of marketing communication is used for larger geopolitical purposes is limited. The present study sought to better understand this phenomenon, analyzing, through a postcolonial perspective based on the concepts of Orientalism (Said 1990) and Linguistic Imperialism (Phillipson 1992), advertisements of English language courses in Brazil. Grounded on this critical postcolonial perspective, the classical theoretical model of Greimasian semiotics was applied, identifying the narrative and discursive strategies adopted in commercials of English Live, a global English language school.

